

DECEMBER, 1936

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AUTOMATIC WORLD

IN THIS ISSUE:

◆
Register for Show Now!

◆
Power Supply and Electrical
Circuits

◆
Education or Legislation?

◆
Texas Special to Chicago Will
Surpass Last Year's

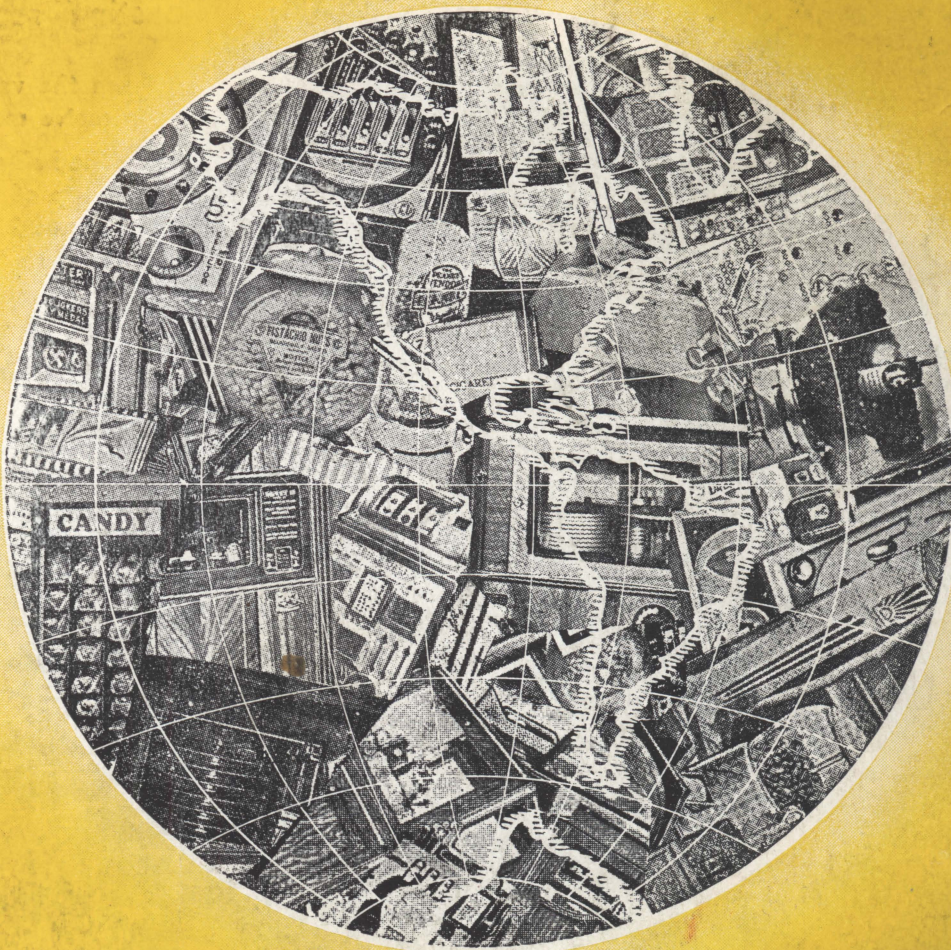
◆
Excerpts from Texas Tax Law

◆
Merchandise Machine
Habit for Health

◆
Making the Location
Come to You

◆
How to Make Yourself Well
Liked

◆
Why Not Dedicate the New
Year to Service



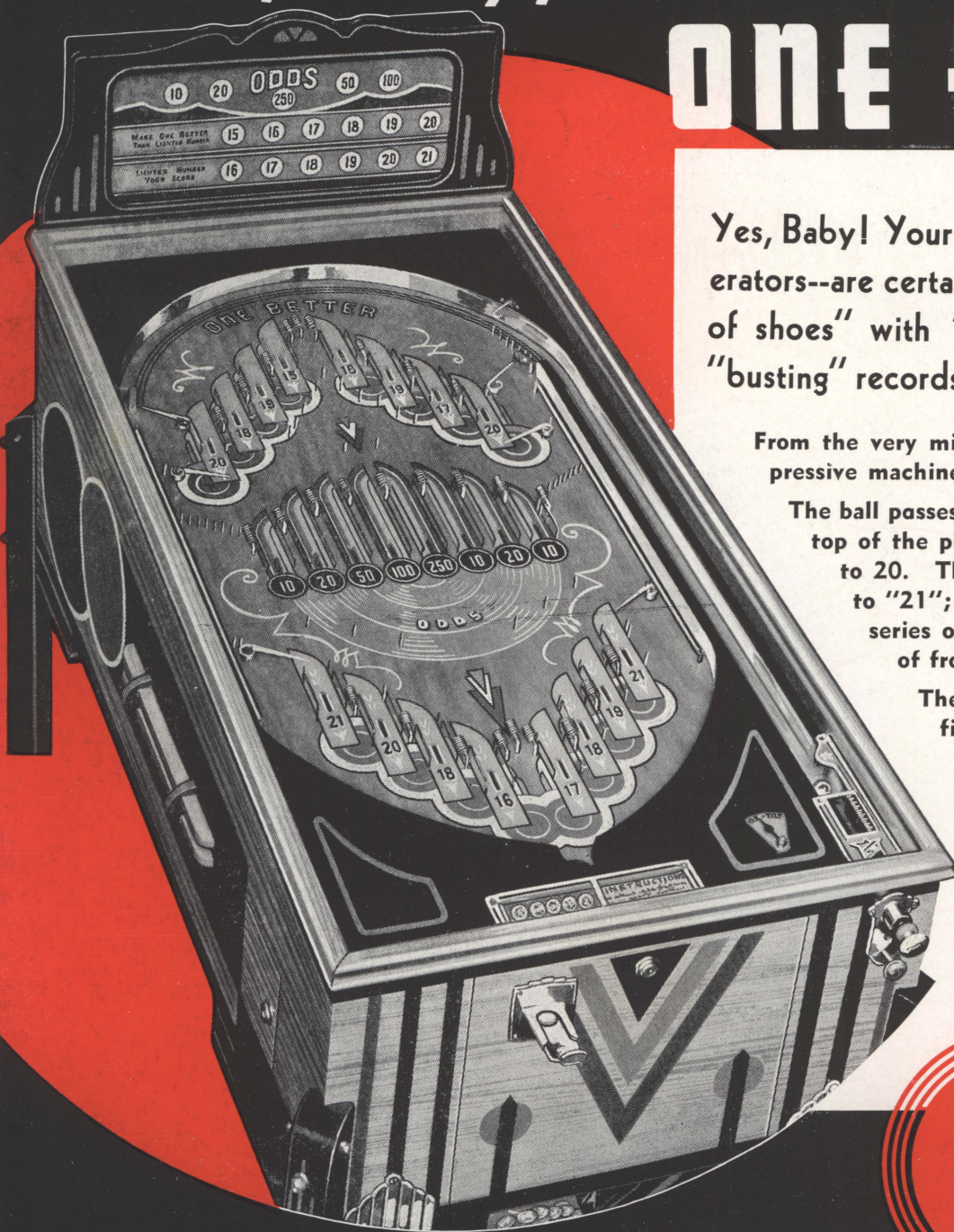
Entered as second-class matter June 19, 1931, at the Post Office at
Fort Worth, Texas, under the Act of March 3, 1879

OH BABY!



did my daddy get ALL those nickels out of

ONE BETTER



Yes, Baby! Your Daddy--and all other operators--are certainly "buying babies a lot of shoes" with "ONE BETTER." It's "busting" records and cash boxes all over!

From the very minute you see this massive, impressive machine, you admire it.

The ball passes through a series of traps at the top of the playing field, numbered from 15 to 20. That is the "Dealer's Approach" to "21"; then the ball travels through a series of traps, to give the player odds of from 10c to \$2.50, top.

Then, at the lower part of the field, the third successive thrill is watching the ball around the large springs, seeking a trap-lane to secure a number "ONE BETTER."

Every single location report is highly favorable.

**DON'T DELAY!
ORDER FROM YOUR
DISTRIBUTOR
TODAY!**

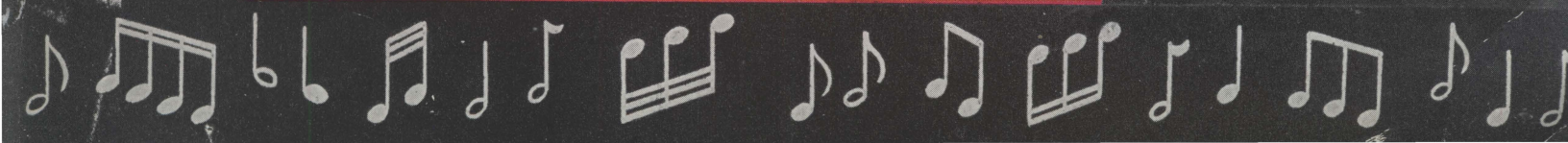


ROCK-OLA

MANUFACTURING CORPORATION • CHICAGO



There's
**BIG
MONEY**
in
Music



... *And Best of All* **IT'S A**
HAS APPEALED *to all Classes, Ages and*



YEAR AFTER YEAR BUSINESS

Nationalities SINCE THE BEGINNING OF TIME



LOCATIONS *the Country over*
more than ever
are demanding the
WURLITZER-SIMPLEX
AUTOMATIC PHONOGRAPH

THESE MEN OPERATE MUSIC BECAUSE ...*Their Investment is Good*

Below: THE BENJAMIN BOYS, E. F. AND H. J., operate separate strings of Wurlitzer-Simplex Phonographs in and around Aurora, Illinois. They are shown in the picture with F. CORRIGAN and JACK GORZNEY, who operate the Aurora Music Company in the same territory. They all agree that the 1936 Wurlitzer-Simplex is the choice of the really successful operators.

In the picture—front row: E. F. BENJAMIN, JACK KILGORE, H. J. BENJAMIN, Back row: F. CORRIGAN and JACK GORZNEY.



Below: A Wurlitzer-Simplex pioneer speaks out. MR. FRANK NAVARRO, one of the oldest and most successful operators on the West Coast, reports that the Wurlitzer-Simplex has been a real money maker for him. He is shown in front of his headquarters in Los Angeles with some of his staff. Reading from left to right, they are: FRANK NAVARRO, TONY NAVARRO, MRS. FRANK NAVARRO, MRS. LUCY FERRA, BILL LEVINE, CHRIS TORRY.



Above: MR. ROBERT E. BERG, Manager of the Capitol Hotel, Topeka, Kansas, tells what he thinks of the Wurlitzer-Simplex recently installed by Mr. Vernon Sperry, Wurlitzer Operator. Says Mr. Berg, "The tone quality is marvelous, it's a beautiful piece of furniture and the revenue we derive from the instrument is a very agreeable surprise to us." The photograph shows the machine in the lobby of the hotel, with MR. SPERRY at the left of machine, MR. BERG at right.



Above: VERNON C. SPERRY of Topeka, Kansas, proves he knows what it is all about when he says "Whenever locations demand quality automatic music for realistic reproduction—that's where I place a '36 Wurlitzer-Simplex—it's a real money-maker." MR. SPERRY is shown at the left of the photograph talking things over with KENNETH ADKINS and CLYDE ARNOLD.

THE WORLD'S LARGEST MANUFACTURERS

PROFITS ARE SURE YEAR AFTER YEAR *because Music is Permanent*

MUSIC is not a fad. It is an important part of our life—it always has been and always will be. You can depend upon big profits year after year when you operate in music. Smart operators realize this. They identify themselves with the Wurlitzer-Simplex—the best there is in automatic music—they are not worrying about the future.

The 1936 Wurlitzer-Simplex enables them to get and hold the choicest locations—locations that yield the best profits. This is why America's most successful operators are solidly behind the Wurlitzer-Simplex.

If you are planning to operate music, we will be glad to let you know if there is room for another live music operator in your locality. Write, wire or phone for full particulars.

The Rudolph Wurlitzer Company
North Tonawanda, N. Y.



Left: ROY HAAS, St. Louis, Mo. Operator, is shown relaxing and wearing a happy smile that spells success. Mr. Haas offers the following slogan for all operators, "If you want bigger profits—buy more Wurlitzer-Simplex Units."



Above: R. P. EDWARDS, President of the Five Star Amusement Company of Youngstown, Ohio (right) and D. W. EDWARDS, Manager of the company (left) looking over the Wurlitzer-Simplex installation at the Ma-Fe Athletic Club, Youngstown, Ohio.

Says R. P. EDWARDS, "In the Wurlitzer-Simplex we have the only 'pat hand' for 1936." In this respect Mr. Edwards simply voices the sentiments of successful operators from coast to coast who are getting and holding the best locations with the Wurlitzer-Simplex . . . (making the biggest money in the history of automatic music).



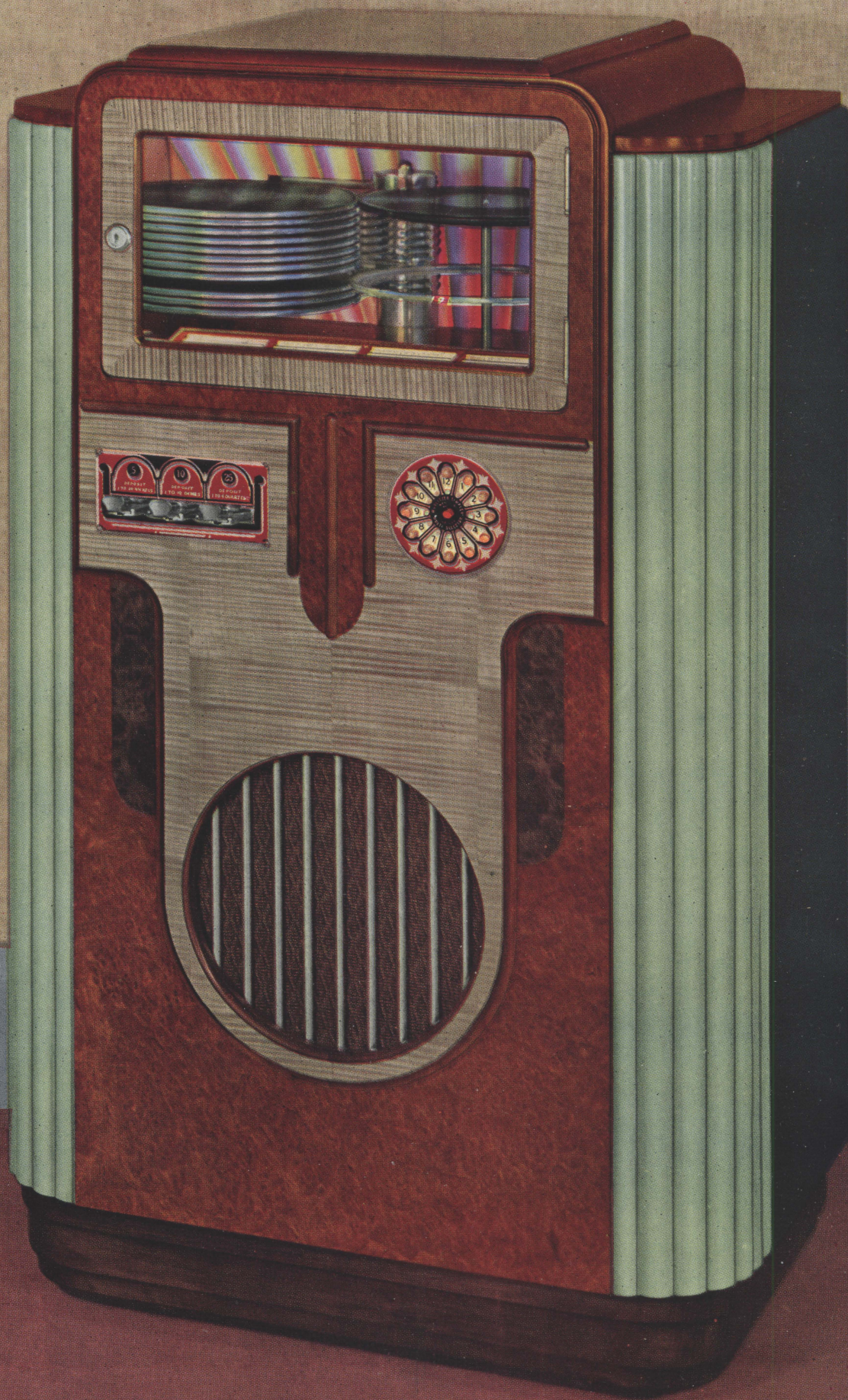
Above: Arkansas joins the parade! C. E. GRIFFITH of the Arkoma Amusement Company, Bentonville, Ark., operating 67 Wurlitzer-Simplex Phonographs, writes, "We check with you. We have the best locations and are holding them with 1936 Wurlitzer-Simplex Phonographs." In the photograph from left to right are: C. E. GRIFFITH, V. E. OWENS, H. M. PRATT and J. N. CAVNESS.

WURLITZER-SIMPLEX

AUTOMATIC PHONOGRAPH

OF AUTOMATIC PHONOGRAPHS

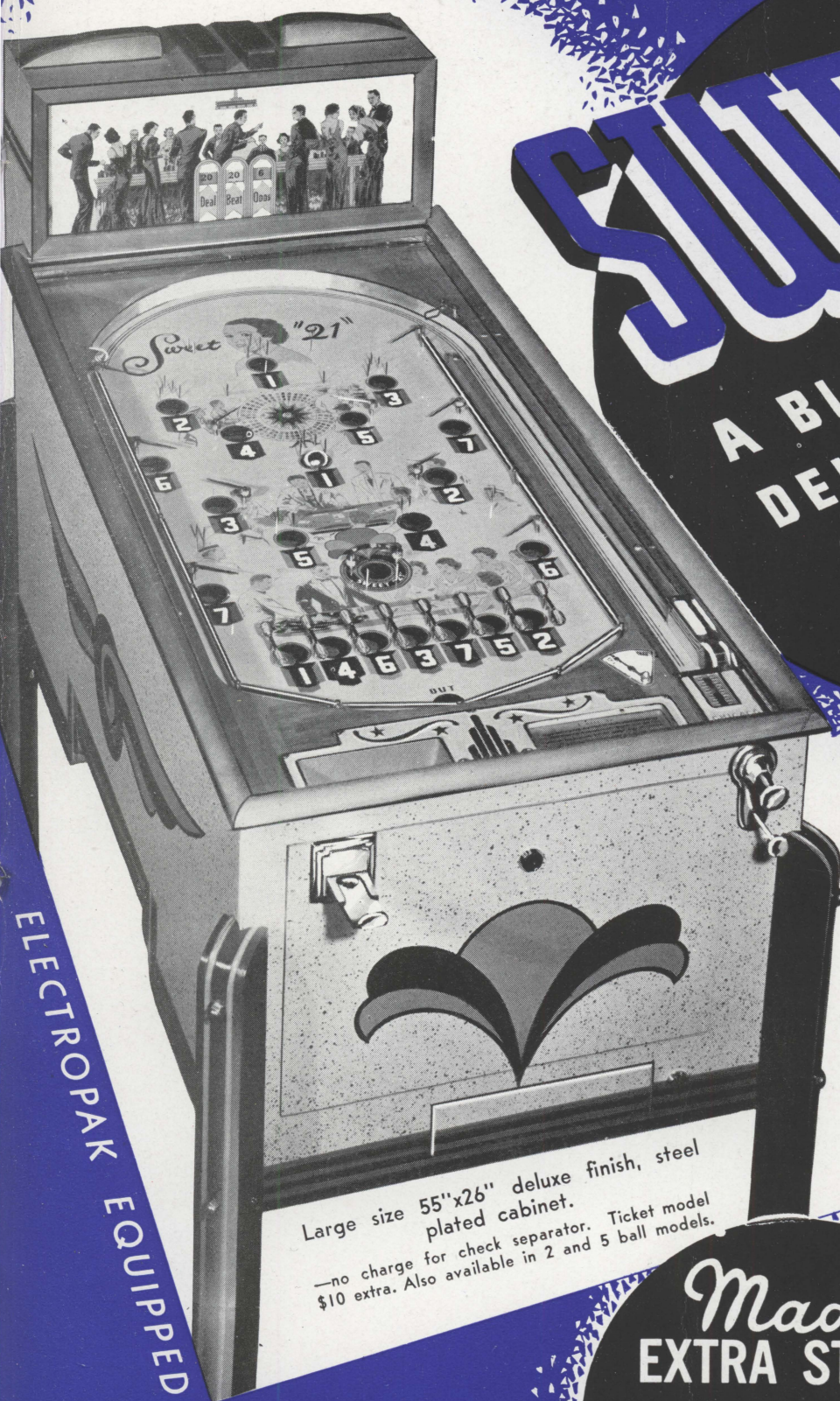
Sold only to operators



1936 WURLITZER-SIMPLEX

AVAILABLE IN THREE BEAUTIFUL CABINETS...

the walnut models familiar to all operators... the modernistic model illustrated above



SWEET '21'

A BLACK JACK GAME
DELUXE IN A 1 BALL
CHANGING ODDS
PAYOUT!

**ROTATING ODDS
COMMUTATOR GIVES
THE "DEAL" THE
NUMBER TO BEAT AND
THE ODDS TO WIN!**

A sensationally new payout that immediately monopolizes all play on every location.

Fast, frequent small awards with possibility of 40 to 1 top odds keep players' interest aroused. Genuine 11 color art work back-rack panel and flashy playing field attract players. Fascinating Black Jack play instantly understood by everyone.

Super features. Guaranteed motor driven payout unit . . . popular spinning odds commutator . . . escalator coin chute . . . easy Slide In - A - Drawer mechanism

Made
EXTRA STRONG
to stand extra
BIG PLAY!

Uses
MAMMOTH
NEW SIZE 1 1/4"
STEEL BALL!

**A CHI COIN
PERFECTION GAME**

Every Sweet '21' is played 5,000 times before shipping to assure mechanical perfection and correct payout percentage.

ELECTROPAK EQUIPPED

\$149⁵⁰

EVERYBODY'S PLAYING
CHICAGO COIN'S

ROLA SCORE

*Earning
more money
than games
costing from
\$75
to \$100
more!*

**A 9 FOOT
BOWLING GAME
WITH ALL THE
PLAYING THRILL
OF THE
LARGER GAMES!**



- Electrical scoring system fully perfected - trouble-free.
- Animated lights flicker on attractive backrack.
- Cheat - proofed against every known method.
- No lost balls - novel, visible ball count.
- Scoring is automatically cancelled if more than 9 balls played.
- Made to a high standard - knocked down to a price.

\$179⁵⁰

F. O. B.
CHICAGO

Thousands on location have already paid for themselves over and over again. ROLA SCORE is the proven, fast money maker!

IMMEDIATE DELIVERY

CHICAGO COIN CORPORATION
1725 DIVERSEY BLVD. CHICAGO, ILLINOIS

The Coin Machine: Making the Location Come to You

By Dwight Abbott

SOMETHING more than a year ago, T. W. Hopkins, of Little Rock, Ark., with a piano business on his hands that wasn't doing so well, began supplementing his piano stocks with the coin record box.

Today, with more than 70 boxes in well paying locations in Little Rock and its environs, he is closing out on pianos, thoroughly sold on the new business. "We get cash; we don't have to wait six months to six years to get our money," was his pointed and convincing explanation.

"How did you choose your locations, to make such a success of your business?" he was asked.

"I don't have to," was the quick answer. "They come to me."

But that is hardly the story. There was a time, more than sixteen months ago when Hopkins was first trying out his Seeburg machines, when he had to scrap and argue for every good location he could get. Cafe proprietors had to be convinced that they weren't being sold on something; that the system used, whereby machines were owned by the "spotting" agency, was offering a service of the Hopkins brand difficult to obtain in any other way.

Service, then, has become one of the cardinal points in operation, in the performance of which the Little Rock operator hasn't given an inch since he began in business. "Service regularly—without expense to the proprietor—is absolutely essential to the build-up necessary to bring the locations to you," Mr. Hopkins insists.

Machines are spotted in locations as far as 50 miles from the central office, the Hollenberg Music Store in Little Rock. The bulk of the machines are in the Greater Little Rock area, proper. The territory is wide, but not too large for convenient handling of his service feature, Mr. Hopkins said.

Two cars—and two service men—are subject to call at any hour of the day or night. All any patron served has to do is put in a telephone call for Mr. Hopkins—collect, no matter

how far from the center of operations he may be. Forty-five minute service in any location spotted by the company is guaranteed; 15 minute service is given in the city.

There is, again, no expense involved to the proprietor calling for such extraordinary work. Calls from places near the 50 mile limit must be made before 11 o'clock at night to be really effective; service has been rendered in other locations closer in at later hours, depending on how late the location is staying open for business. In the case of "open all night" locations where business is brisk, the service has been called for—and given promptly—at two o'clock in the morning.

Such a system of keeping the machines going—and in nearly every case it has been some minor detail in operation which the proprietor couldn't have handled himself—has done as much as anything else to insure his machines a foot-hold with his patronage, Mr. Hopkins finds. Rivals, less experienced, or totally ignorant themselves of how to handle repairs on quick notice, have been put out of the running; patrons deflected to other operators have returned, because of this feature of company policy.

Next essential to building locations, the Little Rock store has found, is the constant, regular replenishment of records. This involves a complete, up to date stock, kept in good shape, on hand at all times. For these replenishments, Mr. Hopkins has a total of 5,000 to 6,000 records on file at the store.

Five records are carried along on each weekly trip to the location of each machine—this has been found to be the maximum number any operator has requested to have changed. As many records are changed as the operator requests; records found to be worn out are discarded, and careful attention is given to the quality of music which the box produced—a factor governed by the freshness of the record.

Failure to use care in the records sent out, or change them frequently, has been one of the difficult situations in the music machine business, Mr. Hopkins said. That is one rea-

son why he is careful to capitalize on it: the old record machine, one given scant attention, is found to drop quickly in its collections. Similarly, where he has replaced machines where such service was not rendered as effectively, Hopkins has found that a location presumed to be bad will build up almost immediately.

Such free service, including repairs and record replenishments, are not a considerable burden to the operator, financially, Mr. Hopkins finds. With a large stock at hand, and with a regular repair set-up anyhow, the extra service required can be taken care of with but slight addition to the burden already carried by the store.

Third factor promoting the build-up has been the consistent commission rates charged—the same price for everybody, the same price at all times. This has been 25 per cent on the first \$10 each week, and one-half of all over this, each week. Backed by his carefully worked out servicing system, the Little Rock operator has been able to meet all price competition successfully, without the concessions that would ultimately prove harmful to his business. Likewise, a rigid policy of avoiding locations where machines are already in operation, except where the proprietor will agree to use his alone, has helped, rather than hindered.

Hollenbergs has also found it essential to avoid places in which property loss is apt to occur—or where a machine might be damaged. The fact that such conduct is permissible there night after night only endangers the place for regular trade; losses, in one or two cases have been directly traceable to such situations.

Locations—those which now "come to the store"—are chosen with care, with particular attention being given not only the trade drawn by the establishment seeking machines, but the people with whom the operator has to deal. However, there is absolutely no rule, Mr. Hopkins emphasized, to be followed in selecting places for the machines. Oftentimes the very worst place even the trained

(Continued on Page 11)

Why Not Dedicate the New Year to Service?

By Fred E. Kunkel

WITH the rising sun of a new born year, the time is ripe for the automatic machine operator to broadcast his standards of service, for unfurling the battle flag of business building, for sounding the keynote of his future business progress, and for mapping out the goal of future achievement.

Why let opportunity unfold its hands and chance knock at the door of your customers and prospects in the shape of a more aggressive competitor, without taking some of the initiative yourself in the rapidly traveling events of Time?

Why not actively drive home a smashing sales message for the New Year, one which will linger long in the hearts of all and which will leave a lasting impression in the minds of all those who read it?

That is the sentiment at any rate which prompted one automatic machine operator last year to profit by the spirit of the occasion when he released a printed announcement to every customer and prospect, as follows:

WE DEDICATE THE NEW YEAR TO SERVICE

"Business is sensitive. It goes where it is invited, and stays where it is well treated.

"Last year we tried to prove to you that we could provide the type of service which was appreciated by our regular customers and many new-comers who came to us for the first time.

"But if our service was good last year, this year it is going to be still better. This business is never satisfied with good enough, when it can still give something better.

"Service may mean the way our salespeople greet you—it may mean the promptness with which we serve and oblige—the attention we give you every want—the courtesy with which we comply with your every wish. It may be the finding of something here which cannot be obtained elsewhere—it may involve the many little business courtesies due you as a valued patron, such as a respect-

ful, 'Yes, Ma'am' or 'Yes, Sir' and 'I thank you,' for which this business is noted, and in which we take a just pride.

"Service may mean the spirit with which we answer the telephone or the promptness with which we respond to a customer's request, or the smile with which we greet them and the satisfactory way we have of answering every question. It may mean sterling reliability—quality automatic machines.

"Service, in fact, may mean many things—but to us service must mean everything!

"We shall try to make this business the sort of a place you have always wanted it to be—the kind that is most talked about—pointed out on the street—looked up to—recommended by one and all because of our strict adherence to carefully planned policies.

"We want to thank you most heartily for your patronage, and wish you great happiness and prosperity for the coming year!"

This epochal message was, of course followed by the business signature, and the proclamation was also suitably festooned with the trimmings of the season, in holly and evergreen, and printed in red and green.

Such a live wire message will not only cause your regular customers to sit up and take notice, but it can also be mailed to people who are your logical prospects for the new year, or who have only bought occasionally in the past.

This proclamation can also be passed around to every salesman and employee on the payroll as a suitable set of "New Year resolutions" for everyone concerned, something which every man and woman can take to heart—catch something of the spirit of service in the message—and by hewing to the line make the new year intensively successful.

Such a message may, of course, also be broadcast on a letterhead, on a telegraph blank imitation, printed on a blotter or as part of a booklet. It may be printed, engraved, or lithographed. It may be in the form of a newspaper advertisement, or in the form of a personal letter (run off on

an automatic typewriter) so that each message will have distinctiveness for the individual receiving it. But whatever method is used, a stunt like this is bound to help along business for the new year, and to leap off with a bounding start in the month of January, pepping up your salesmen, office force, and employees generally.

In fact, this idea proved most effective last year for this automatic machine operator and this year he is planning another good will message to flash across the footlights of public opinion, viz:

TO YOU!

"Who have helped to make possible a good business year, we extend our most grateful thanks and appreciation. We hope to have your continued and increased support to the degree that we shall merit it.

"Our constant endeavor during the coming year shall be—as in the past—to always please you!

"And we want you at all times to tell us of everything that does not strike you as just right! That's the way to grow—and we want to grow.

"So we are going to dedicate the new year to the spirit of service more than ever before, and we're going to try mighty hard to live up to our contract."

"We wish you much success, happiness, and prosperity for this year!"

Thus by keeping the customer and employees sold to the house in this way, and by inspiring them with every confidence, it will enable you to wind up the year with a peak sales volume. Incidentally in broadcasting to the public you also keep the salesfolks pepped up and it encourages and inspires employees all along the line.

And now is the time to choose your weapons, whether it shall be a simple greeting card, a blotter, a letter, a printed circular, an engraved announcement, a postcard, or a newspaper space as serving the best and most satisfactory purpose for interesting the public in your business for a bigger, better and more profitable year, by dedicating the future to the spirit of service and unfurling your standards to the trade winds of a new born year.

The Merchandise Machine Habit for Health!

By C. H. Shumann

As I was servicing my nut machines in a drug store, an elderly man of fine appearance, standing nearby, spoke to me.

"You offer nuts of very good quality," he remarked.

"Thank you," I replied. "I get the best the market has—I sell them fresh—I hope to warrant the support of the public by performing a necessary service."

The stranger smiled. "My digestion is a good deal better since I became one of your customers. Perhaps the story will interest you. I patronize your machines on doctor's orders! Yes, sir—and I wish I had received the advice twenty years ago.

"I am a man with a lusty appetite. All my life I have had the between-meals habit. Some days I would sit up to a lunch counter, and eat a sandwich and a cup of coffee, or even a piece of pie. Other times, I would drop over to a candy store, and load up. Well, finally, I began to have trouble with my health.

"The doctor, having given me a thorough examination, began to question me about my eating habits. He learned about my between-meals trick.

"The little vacation from your desk probably does you good," he told me, 'but you are eating altogether too much. You will have to cut down. This is what I order—a painless reducing method—healthful, pleasant.

"Instead of sitting up to a fountain or lunch counter, or buying a bag full of candy, drop a few pennies into a nut machine. The quantity won't hurt you at all—will be enough to satisfy your afternoon hunger. And there will be real nourishment in what you get.'"

The stranger smiled at me. "I've been on that basis for two years now, and never was better in my life!"

It is a fact that for a great many adults, the coin machine habit is a mighty healthful one to have. The average person walking up to a candy counter feels obliged to buy in some quantity. That is the way the pub-

lic in general buys—who wants to be different? So the consumer, feeling a little hungry, spends 15c, a quarter, perhaps more—and eats far more than he or she really wants, or needs. This condition is especially true of middle-aged and elderly people.

The ideal solution is the merchandise machine, where, without any effort at all, the consumer keeps his purchases to a reasonable quantity.

I have told my "doctor's orders" story hundreds of times—to location owners, clerks, and consumers. Around my territory, that story has done a good propaganda job for my business.

There is another story I like to tell. I learned that the athletic coach at our high school, discouraging the boys from heavy candy eating, had advised them to buy nuts in coin machines. "When you are tempted to buy pie a la mode," he told them, "put a nickel in a nut machine instead.

"You'll satisfy your hunger pleasantly, and will be nourished and strengthened."

Well, I found opportunities to tell that story to all my nut locations—in particular the sales people of stores where the high school element congregates.

Restaurant location owners have told me of vegetarian customers who, habitually, patronize my nut machines. They look to nuts for protein which they miss through elimination of meat.

Believe it or not, I have used this as one additional argument in persuading restaurants to become locations!

All of us merchandise machine operators should realize that the health appeal is one more important argument we have to present to the general public. We should spread this propaganda widely. Given a chance, health considerations will make industry sales grow.

DANGEROUS INVENTION

Landlord: "A professor formerly occupied this apartment. He invented an explosive."

Prospective Tenant: "I suppose those spots on the ceiling are the explosive."

Landlord: "No, they're the professor!"

THE COIN MACHINE: MAKING THE LOCATION COME TO YOU

(Continued from Page 9)

judgment would consider turns out to be the best paying location.

"One of our machines went into a very small cafe, in a part of town where I had never thought it possible that there could be a good trade," Mr. Hopkins reported. "I had refused the cafe owner the right to have it there several times, until he became almost insolent over it. Finally, I told him I'd let him have one just to show him how badly mistaken he was about his trade.

"The machine is now one of our best paying units.

"I found it hard to account for this, until one night, he called me in for repair work. I noticed that he was serving a ten cent plate supper, far out of proportion in actual cost to what he was getting for the plate. He told me that he was actually losing money on his meals to get the business; that he was making his money off the beer and our coin machines."

Finally, prompt payment of the proprietor's share of the earnings, once a week, made at the time the box in the coin machine is opened, has helped build the reputation he has for operating conservatively, Mr. Hopkins finds. Only one key is kept for each box; Mr. Hopkins handles that himself, makes all his own calls and settlements. This assures him of close personal supervision of the financial transactions carried on, and insures the safety of the system used.

MARION COMPANY ENLARGES

The Marion Company, 564 West Douglas, Wichita, Kan., exclusive dealers in the state for Pace machines, has enlarged both stock and display rooms. Eighty square feet have been added to the stock room where used machines are stored and the arrival of various new machines necessitated the expansion of the front display room to the extent of fifty square feet. This company has a large number of Wurlitzer phonographs on location and reports unusually large receipts on both these and Turf Champ machines. Mr. Dave Marion, proprietor, is well known in this section having been in the coin machine business here for the last fifteen years.

AUTOMATIC WORLD

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FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

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THE NATIONAL MAGAZINE OF THE COIN MACHINE INDUSTRY

OTHER STATES WILL JOIN SPECIAL TO CHICAGO

The Texas boys are pleased to learn that some from Arkansas, Louisiana, and perhaps even Oklahoma are considering or have already made plans to join the Texas Special on its way to the big Chicago Show in January. All are looking forward to a happy time. The Texans always do things up in a big way and those from other states may be sure of a royal trip.

*

ARE YOU IN LINE FOR MORE BUSINESS?

Business is humming.

Whatever timidity or fear there may have been before the presidential election has vanished, and dire forebodings and prophecies of disaster have been replaced with enthusiastic acclaim of an unprecedented prosperous era. Leaders in finance and industry have accepted the verdict of the people and seem to be adjusting their business accordingly. Even the old U. S. Chamber of Commerce has joined in the chorus, which means that big business, even if not pleased, has accepted the verdict of an overwhelming majority of the people and has resolved to enjoy the prosperity which is just ahead.

Truly, the outlook for the coin machine industry is most encouraging. Of course, there is always present the spectre of local uprisings against certain machines, which is much to be deplored, but we may console ourselves with the assurance that on the whole the industry is entering one of its most prosperous eras.

It behooves operators, jobbers, distributors, and manufacturers to prepare themselves to handle the increase in business which is surely coming. It is going to require the cleaning up and revamping of old machines which are still useable, the junking

of others and replacing them with new and modern machines which will meet the fancy of the public. This latter activity will call for an awakening of manufacturers, jobbers, and distributors and the starting of still more wheels of industry and commerce.

*

ARE YOU HELPING TO PROMOTE BETTER FEELING?

Are you doing your bit to create a more friendly feeling on the part of the public toward coin operated machines? There are a number of ways in which you can do this. Take a friendly interest in the person who is looking at your machine merely through idle curiosity. Show him how fascinating the game is. Get over to him the idea that it is not just a game of chance (if you operate marble tables) but that it is one of skill and has many points of interest when he understands its operation. Remember, too, it always pays to be polite.

*

TEXANS SCORE ONE IN NEW LAW

Texas operators scored a marked advance toward legalized marble boards when the recent special session of the State Legislature passed a new tax law including these among other coin operated machines. While the law does not specifically legalize any machine, it specifies the tax to be levied on each class. This will authorize the officers to collect a tax on these machines, which is a much simpler task than undertaking a statute of doubtful meaning. It is to be hoped that Texas operators will continue their co-operative efforts until a straight out legalization law is passed.

*

REGISTER FOR SHOW IN ADVANCE

The big Coin Machine Show, to be held in Chicago, is looming large in November, two months in advance of the date in which it is to be held. We are told that exhibit space first allotted has all been sold and more space has had to be obtained. Secretary Darling is expecting a large attendance and already he foresees a last day rush for registrations unless operators and distributors register by mail in advance. If you write him to register you, there will be no charge, but if you wait until you arrive at the Show, you will have to pay \$1.00 before you can enter. This is a very reasonable regulation and all who plan to go should write immediately for registration. See Mr. Darling's article printed elsewhere.

Whatever else you may miss seeing or doing next year, do not miss the Show and Convention. It will be another term of the coin machine industry's school.

BANNER YEAR FOR COLORADO OPERATORS

By BENJAMIN NEPHEYS

With one month of 1936 still to go, operators of all classes of machines throughout Colorado report the most successful business year since 1920, according to salesmen and agents having headquarters in Denver.

Operators on the western slope of the Rockies attribute the increase to a bumper fruit crop, as well as to the gradual lifting of the depression.

Business is good in practically every mining town in the state. Mountain summer resort towns have enjoyed more tourist patronage than for the past fifteen years. Machine operators with good locations have shared in the general prosperity.

Veteran operators throughout the state, however, declare that good locations never have been so hard to get. Everything of any value in the line of locations has been taken on a percentage which makes it practically impossible for a newcomer to

make better terms with any profit to himself.

Although it has been more than a year since Wyoming lawmakers closed that state to all classes of machines, operators who formerly were located in Wyoming continue to drift into Colorado with machines that have been held in storage, or from Nebraska, where former Wyoming operators attempted to locate when the lid was clamped down in Wyoming. Wise oldtimers assert that the saturation point for machines of all kinds has been reached in Colorado, at least under present conditions.

Local operators who have been attempting to form an association in Colorado have decided to make no further efforts to organize until after the election in November. The matter will then be taken up again with the prospect of success, according to those backing the movement.

When a strong association has been formed the next step will be a campaign to secure a state licensing law which will make the operation of machines of all kinds legal anywhere in Colorado.

DUFF IS NEW EXHIBIT AD MAN

Mort Duff has recently joined the growing Exhibit Supply Company organization as advertising and sales promotional manager, according to word received from J. Frank Meyer, president of Exhibit Supply Co.

Duff is well known among coin men, having operated extensively in Missouri and Iowa. Operators and jobbers in Nebraska, Kansas, Missouri and Iowa will remember him from "way back when."

More recently, Mort has been associated with Baggle, Horton and Hoyt Advertising Agency as copy chief on the Sheaffer Pen and Pinex accounts. His close association with the actual operating conditions throughout the country should make him an able counselor to operators on their many problems. He has asked AUTOMATIC WORLD to extend all our readers a personal invitation to drop in at the Exhibit Supply plant and get better acquainted.

BESSER'S BUSINESS INCREASES

Herb Besser, of the Besser Novelty Company, distributors of coin-operated machines at 3020 Olive street, St. Louis, announces an unusual increase in business during the last few months after the severe hot spell of last summer. A new game whose popularity is growing by leaps and bounds is Reel 21, a counter game.

There is a decided shortage of used straight and novelty games here in St. Louis, Mr. Besser states. To eliminate this shortage Mr. Besser is willing to accept old straight games as allowance for new ones.

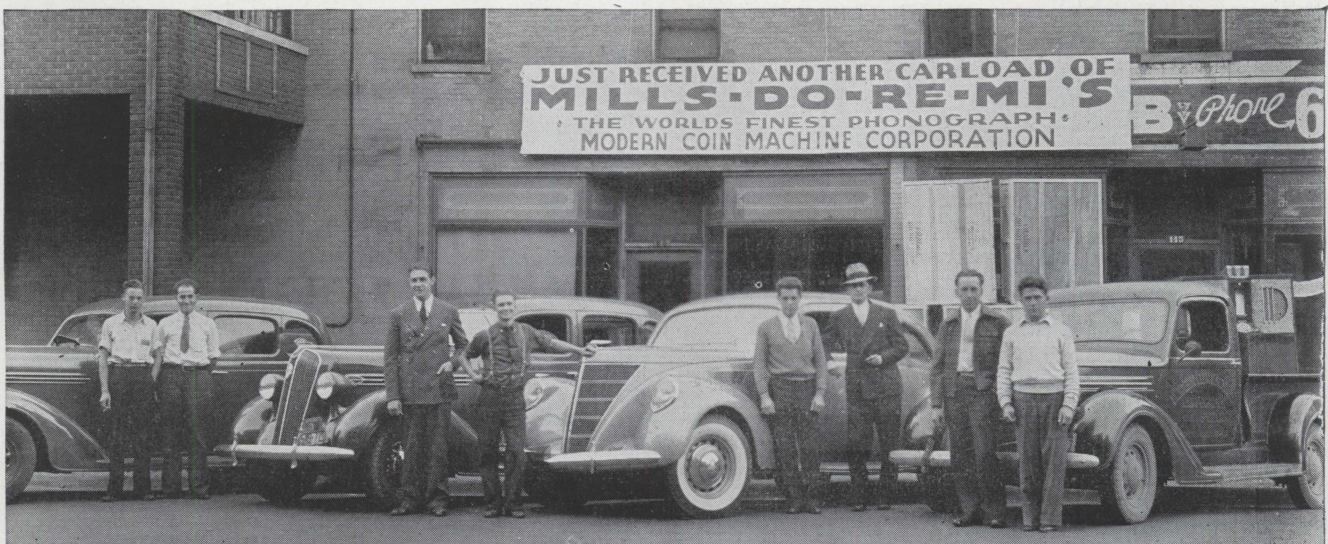
Another Company "Going Places"

Here's another outfit that is "going places" with Mills Do-Re-Mi's.

Mr. Mynor Harlen (fourth from left), general manager of Modern Coin Machine Corporation, 145 Fifth street, Benton Harbor, Mich., has met with such huge success in the resort country that he is now spreading his operating activities over the entire southwestern portion of Michigan.

Mr. Harlen reports that with the able assistance of Mr. Frank Oakes (in hat), crack Mills salesman, that he has been able to secure some of the best locations in his vicinity.

Modern Coin Machine Corporation is another one of those companies that operate Mills Do-Re-Mi's exclusively.



Front view of Modern Coin Machine Corporation of Benton Harbor, Michigan

Novelty Records Need No Defense

By Milton Swanstrom

The novelty record of today needs no defense. It needs no more defense than did the repeal of prohibition. It needs no more defense than did successful nation-wide campaigns against other issues.

Novelty records need no more defense than does Esquire Magazine, the latest George White Scandals, the famous Follies of the late Mr. Ziegfeld, or the latest modern moving picture success.

Any opposition to novelty records can only come from the same sources that attempt to suppress all that is healthy, vigorous, interesting, and invigorating in these modern, streamlined days of late 1936.

Bigotry, narrow-mindedness, and selfishness will, I suppose, always be with us. However, the modern, liberal, open-minded, healthy American—standing up for his rights of "Life, Liberty, and the Pursuit of Happiness"—is making it more and more difficult for the narrow-minded puritan to spread his poisonous hatred among the fun-loving folks who predominate the great American public.

Novelty records are the direct result of an insistent demand from both operators and the public for the "something different" that was so urgently needed in the business of supplying coin operated music to the world. In other words, the public, in its never-ending search for new, stimulating entertainment was tiring of the monotonous "sameness" of the entertainment they were getting for the nickels they were placing in coin operated phonographs.

This is not, by any means, the first time the public has asserted itself in

this way. Compare the old fashioned silent movie, with its silly gesticulations—with the modern, snappy deluxe moving picture production that today attracts millions of Americans in every walk of life.

Look at the magazine field. "Esquire" has already been mentioned as a typical example of what the public demands in the way of reading entertainment today. The same is true in the women's magazine field. The typical woman's magazine today is bright, colorful, peppy. No longer is Madame satisfied with a few pages of cooking recipes or household hints. She wants snappy reading, real entertainment. She is up on her toes—alive—eager to keep in step with every fast moving trend of today.

Now, consider the newspaper. It was only a few years ago that a thorough, comprehensive national survey was made of the reading likes and dislikes of the people who bought newspapers. More than one editor was surprised to find that of all the material published in their newspapers, the public overwhelmingly exclaimed that they emphatically preferred the various entertainment features of the newspapers to the actual news itself!

These comparisons could go on almost without stopping. But it must be obvious to any straight-thinking person that the public demands fun, pep, snap, and a good sense of humor in their entertainment. It must be obvious, too, to every straight-thinking person that the way to be successful in the entertainment field is to give the public this particular brand of entertainment that they so overwhelmingly demand!

Speaking for our own Hollywood hot shot novelty records, it has never even occurred to us to apologize to anyone for them. Should we apologize to the operator when, in no uncertain terms, he tells us of the tremendous extra profits he finds in his cash boxes every collection after installing our discs? Should we apologize to the public, when they play our records over and over again—and ask for more? Especially, should we apologize to the phonograph manufacturer, when we have definite proof that the extra profits our records are giving the operator make it so much easier for him to meet his phonograph payments, and buy more machines?

Among our staff of recording artists is Cliff Edwards, the famous "Ukulele Ike" of stage, screen and record fame. Here is an artist whose popularity with the public is attested by the fact that over twenty-two million records recorded by him have been sold in this country! Right today he is in demand by the picture studios in Hollywood, and he is about to start a world tour, making personal appearances before audiences all over the globe. Upon joining our staff of recording artists, Mr. Edwards expressed himself as being more than pleased to be able to provide the kind of entertainment so obviously demanded by the millions of patrons of coin operated phonographs.

Another nationally known figure of the entertainment world, as this is being written, is busy making her first recordings for our Hollywood Hot Shot records. She is one of the highest paid night club entertainers in Hollywood today. She, too, is most enthusiastic over the opportunity of supplying such an insistent demand for peppy, good natured fun and entertainment on the part of the public.

Certainly people of this reputation would have something to say about any slurs at the type of entertainment they are offering.

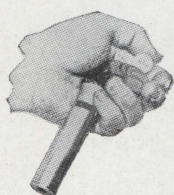
As to the future of novelty records, I know I speak for other manufacturers and distributors of them when I say that we have no fear whatsoever. We know our fellow Americans well enough to not have a doubt in the world that we are giving them what they want. And when we do that we know that we cannot help but succeed. It's the old story of a mouse trap and the path being beaten to the door. As long as Americans are free to follow their constitutional rights of "Life, Liberty and the Pursuit of Happiness," they will support us in our business of satisfying their desire for good, invigorating entertainment!

A BLOWUP COMING

Murphy—"What's that in your pocket?"

Pat—"Sh-sh. It's dynamite. I'm waiting for Casey. Every time he meets me he slaps me on the chest and breaks me pipe. Next time he does it he'll blow his hand off."

Henry Ford, who believes farm animals are doomed to extinction, has probably planned a flivver that will yield milk and eggs.



**"SPEEDY"
COIN
COUNTERS**

55c Each—2 for \$1.00

Postpaid—Cash with Order

No. 27—Penny Size

No. 28—Nickel Size

Large Vending Machine Catalog free with order, if requested.

VIKING SPECIALTY CO.

530 Golden Gate Avenue
SAN FRANCISCO, CALIF.

How to Make Yourself Well Liked

By Ernest W. Fair

"I always knew that he would make a success of the coin machine business," your friend states, "he's a fellow that you just can't help liking!"

How many times have we heard this remark from some friend or another about a third friend of ours? Many times, for the roster of successful coin machine men is the list of those men who have gone out of their way to make themselves well liked.

The writer has asked more than a score of these men how one can go about winning friends, making people like one, and in short, how they make themselves well liked by everyone with whom they come in contact.

In the paragraphs to follow are the suggestions of these men, none of which need elaboration or discussion. The truths therein are self evident. No reader can afford to skip lightly over these rules for success in life.

Don't ever wear a frown upon your face! You don't have to go about with a perpetual ape-like grin on your face but the man who looks pleasant doesn't always have to grin!

Never raise your voice in anger or for any other excuse. A quiet even toned voice is always appealing; a loud voice never.

Don't play the part of a bully—whether it be with your fellowman or by approving a cat-and-dog fight.

Be ever ready to give a helping hand to the man or woman who honestly needs that help; but don't be a sucker to professional panhandlers and their ilk.

Listen to every word someone has to say to you even though you know they are misinformed or "talking through their hats." Their opinions are sacred to themselves.

Keep your appearance always clean and neat; you don't have to wear expensive clothes about the office to do that; cleanliness and neatness is always apparent even with the least expensive clothes.

Never forget that morning shave! It is always easier to let it wait or occasionally skip a day but just look at the other fellow who tried to skip a shave and see how you appear to others!

Don't talk about people behind

their backs; if you talk about Jones to Smith the latter is sure you talk about him to Jones.

Never attempt to get the best of any man in a business deal—buy sharply, sell smartly—but don't horse-trade—you may feel very smart about it all but people distrust the man who is an amateur horse-trader!

Keep up with the affairs of your business, your community and your nation—stay awake!

Play fair with your employees and your customers as well! And be a fair-dealer in every way possible—that always pays dividends.

Know your business and prove it to your customers; the man who comes into your office knowing more about late developments in the coin machine business than you do yourself isn't going to have much respect for your business ability.

Take part in church affairs; if you have a youngster in school take an interest in school affairs—belong to your business clubs and similar organizations. Co-operate with others in getting things done.

Don't take sides on controversial subjects! Every time you take a side you make half your friends believe you are either unfaithful to them or a fool—don't straddle fences but when it comes to arguing about such controversial subjects as religion, politics, etc.—keep quiet!

Never refer to anyone by nickname, or "smart-crack"—particularly if applicable to some out-of-the-ordinary physical characteristic.

When someone you know receives an honor, however trivial, wins a prize or in some other way has experienced an event, call them on the telephone with congratulations or at least drop a note expressing your pleasure at their happy experience.

Just remember always — there's always someone smarter, more clever, more intelligent, handsomer, a better business man—than yourself!

BRIDGING OVER

"They say her husband is in financial straits and they could not get along but for her card winnings."

"She sort of 'bridges' over their difficulties, so to speak."

A Briton warns us that the world's oil supply is dwindling fast, but did not attribute the fact to politicians spreading it thick.

BARGAINS!

Gottlieb's Sunshine Derby	\$35.00
Jumbo	30.00
Gottlieb's Baffle Ball	15.00
Rockola's De Luxe	17.50
Rockola's Trojan	20.00
Bally's Hialeah (Mystery Pay)	52.50
Bally Challenger	62.50
Bally Multiple	62.50
Bally Bonus	39.50
Bally Peerless	42.50
Gottlieb Sunshine Baseball	60.00
Pamco Parlay (Bally mechanism)	35.00
Keeney Grand Slam	37.50
Sockit	10.00
Bally All Stars	62.50
Bally Derby	57.50
Bally Natural	42.50
Rockola Credit	52.50
Monopolee	37.50
Keeney's Double Score	32.50
Keeney's Repeater	17.50
Exhibit's Top Row	27.50
Keeney's Velvet	67.50
Turf Champs	60.00
Pamco Pinch Hitter	42.50
Palooka Senior	45.00
Evans' Roll-Ette	50.00
Thoro-Bred (Western Equipment's Race)	195.00
Keeney's Bowlette	150.00
Bally Roll	100.00
Sandy's Horses (Counter Game)	5.00
Punchette (Counter Game)	5.00
Exhibit's Rotary Merchandiser (Latest Model)	150.00
Bally Roundup	45.00
Mills Blue Front Slots	70.00
Jennings Penny Duchess (Serial 19,000)	27.50
Bally 5c Reliance Dice Game	40.00

All machines guaranteed to be in A-1 condition or purchase price refunded in full, if returned within five days after receipt of same. Terms: One-third with order, balance C.O.D.

We Can Make Immediate Shipment on All Models Wurlitzer Simplex Phonographs

**SANTONE
COIN MACHINE CO.**

1524 MAIN AVENUE
SAN ANTONIO, TEXAS

CARDBOARD GOES MODERN

Since traders first discovered that beautiful goods won a profit, men have intensified their search for means to add new beauty which would intrigue buyers and increase sales. One of the most adaptable products made for this purpose is cardboard to which very light gauge metal is cemented. A well known stationer uses it for an attractive box cover which is adaptable for use as a cocktail tray. A cosmetic firm uses this metal covered board for striking window displays and counter cut-outs which hold bottles. An electrical engineer uses this material for capacity reactance in safety devices which he manufactures. A builder uses it for trim in theaters, and a toy manufacturer imprints games on it. Buttons, buckles, dress and millinery ornaments are being fabricated with it.

The material lends itself to stamping operations involving a draw, but, generally speaking, the expression "light forming" may express the possibilities rather than "drawing." It adapts itself to blanking and shearing because the material readily responds to cutting. It has limitless applications in the fields of industry, style, and decoration because it makes possible a sturdy, economical, finished product.

This material, developed by the American Nickeloid Company, Peru, Ill., is made by cementing any pre-finished chrome, nickel, brass, or copper metal sheet to an inexpensive, non-metallic backing. The metal comes in bright satin finish; also in striped, crimped, or corrugated patterns. The manufacturer has standardized on three types of backing, namely, press board, news board, and container board, but the metals can be adhered to wall board, etc. The

bond is firm so that regardless of temperature conditions no separation occurs.

The back of this metal covered board can be furnished in a variety of colors, in fact the metal can be adhered to colored cardboard. Any thickness of metal can be adhered to any thickness of backing, and the backing can be built up to practically any desired thickness. Samples can be seen at the Metal Products Exhibit, third floor, International Building, Rockefeller Center, in New York City.

Very beautiful effects can be obtained by registering design in color on this metal covered board. As previously stated, its uses are limitless.

BALLY ANNOUNCES CHANGE IN POLICY

Ray Moloney, president of Bally Manufacturing Company, announced last week that, "due to the tremendous demand for Preakness we are suspending the famous 'Bally Limited Production Policy' and will not go out of production on Preakness as long as this remarkable demand continues."

"This sensational Preakness game," Ray stated, "has proven the greatest 1-shot hit we have ever produced. Collection reports far surpass those of even Jumbo and Bally Derby, and already—in less than 30 days—our sales volume has caught up to and passed the Jumbo record. Orders are pouring in faster than we can fill them, and to go out of production would deprive thousands of operators of the richest money-making opportunity they've had in years. Therefore, we will continue double-shift production on Preakness for an indefinite period—a year, if necessary."

Preakness is described as a giant-size 1-shot changing odds payout game, which pays awards on from 1 to 7 "selections" each game and pays on fourth place, as well as on win, place and show. It is also available in a ticket-vending model.

DIFFERENT FRUIT

"Who was that peach I saw you out with last night?"

"She wasn't a peach—she was a grapefruit."

"Why grapefruit?"

"I squeezed her and she hit me in the eye."

Autoists who go on benders frequently come home without fenders.

ROCK-OLA'S NEW GAME

Announcement is just being made of Rock-Ola's big new table "One Better."

This game gets its name One Better because the play is based on the novel idea of scoring a number, then winning by scoring another number "one better" than the first. In addition to that, it is named One Better because on actual test right out on location, it proves itself to be one better than anything else in the pay table field.

Experienced operators know that the great demand today,—more than anything else,—is for a big pay table easy and simple to play. It was with that thought in mind that Mr. Rock-ola had his engineers design One Better, which is large, impressive, colorful and, consequently, attractive.

The play on One Better is probably the most simple and easily understood of any table ever built.

When the big one inch ball first enters the playing field, it passes a row of switches numbered from 15 to 20. The number of whichever switch the ball rolls over is instantly flashed on the brilliant One Better light-up panel. Then the ball rolls down toward another row of switches which determine the odds—and as the ball rolls through one of them, the odds are posted on the light panel. So—the ball continues on its way down the field towards another row of switches. These are numbered from 16 to 21. If the ball rolls through a switch numbered one higher (one better) than the first number lighted—he wins—and his odds are already determined and shown on lights. One Better is better!

Simple? Yes. Appealing? Plenty! All you have to do is get "one better"—and you win!

It has natural wood cabinet, which is beautiful! Distinctive! Huge 50 inch size—impressive, appealing! Bright, colorful playing field! Large brilliant light-up panel! Big one-inch steel ball! Equipped with Rock-O-Pac battery eliminator!

It also has a ticket unit which is optional, as well as a mint vendor, which is also optional. Changeable odds! Universal pay unit! Most simple and easily understood play idea ever used in any game! Tested and proved appeal and definite, lasting earning power!

A diplomat is a person who lights the pipe of peace in order to create a smoke screen.

DAVAL'S "Reel 21"

The Thrilling "Old Army Game." Operators, don't fail to get in touch with us at once about your "Reel 21" machines. They are the biggest money makers you can buy and are getting a big play on locations.

Write or Wire Now!

Birmingham Vending Co.

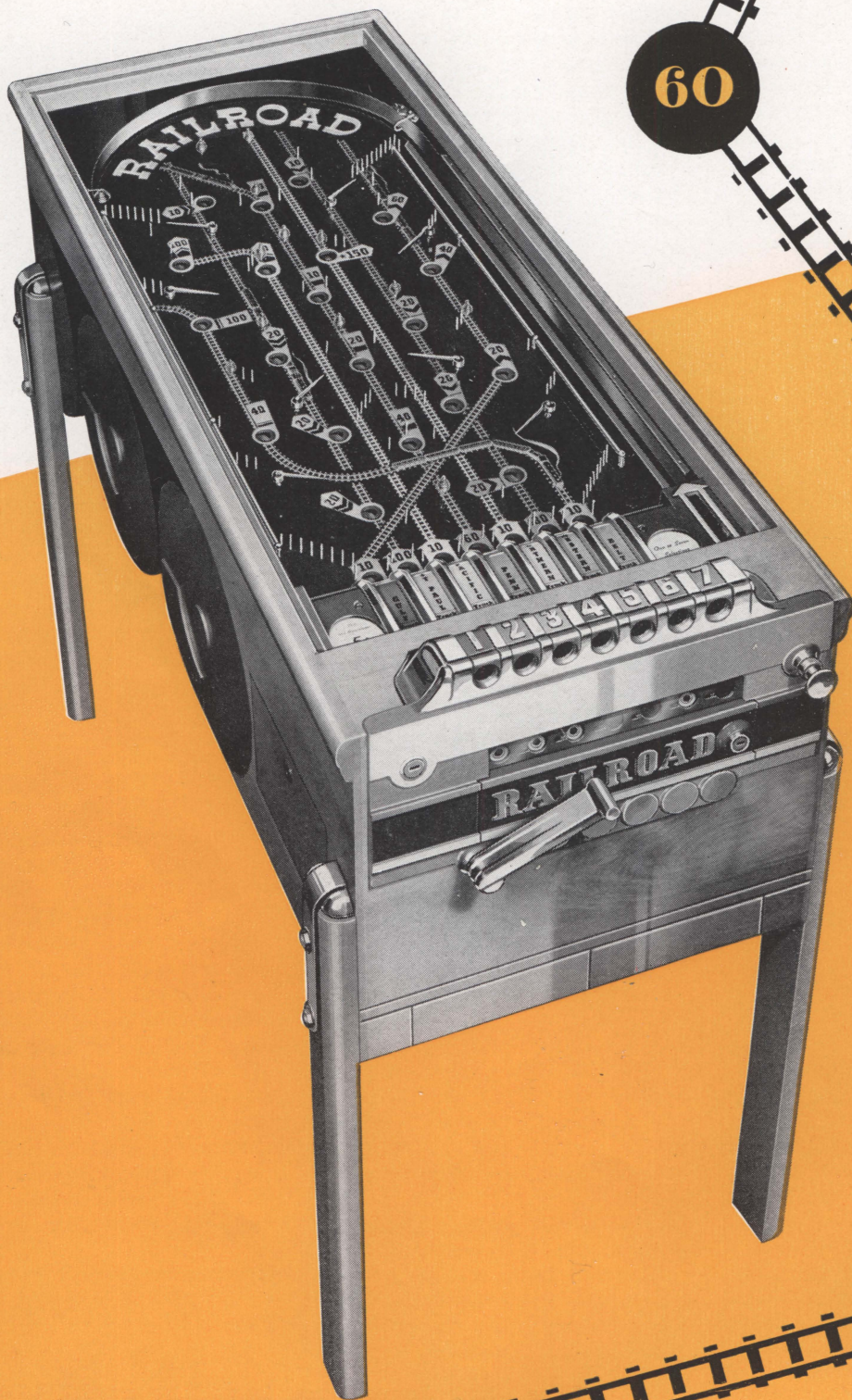
2117 Third Ave., N.—Phone 3-2327

BIRMINGHAM, ALA.



"Yes, Mr. Jones, you have the right ticket!
We heartily recommend Mills Railroad."

7 SLOTS • 27 PAY STATIONS • 7 SLOTS • 27 PAY STATIONS



60

150

100

10

Railroad has twenty-seven pay stations, twenty-seven holes that pay out automatically. With seven different tracks, that means an average of practically four pay stations on every track.

You select your track by the slot in which you deposit your coin. If you shoot Railroad's one ball into any one of these holes you automatically get the reward marked on the hole.

There are no out holes on Railroad. It's easy to see why it's such a thrilling game. As your shot rounds the curve off the rebound spring, it has a whole board full of pay stations to stop at. But the law of averages seems to show that at least one

color of the strip you are playing. You are allowed to play one to seven of the lines at a time. If you play all seven you simply can't lose. If you play less than seven, the ball may go in a hole in a line you didn't select, and then that shot becomes a miss. This often happens and the hole the ball goes into looks ridiculously easy to make. You immediately select that line to shoot for on your next play, only to realize you have forgotten how you did it a moment before. Railroad is tantalizing. Agitating. Encouraging. And tremendously interesting.

Railroad has the only practical seven slot coin

RAILROAD

ball in two will escape going into any of those intermediate holes—though coming close enough to give you a dozen rapid fire attacks of heart failure—and finally hit the bottom row of stations. Into one of these, willy-nilly, the ball must go, and some of these bottom stations are very choice stops.

Just the same, there are a lot of other fine stops up at the top of the board. Railroad has three \$1.00 stations, one \$1.50 station, and a liberal sprinkling of 80's, 60's, 40's, 20's and 10's. It's a rich board. Everywhere you look you see a payout.

As soon as you drop your coin and push the handle, a light lights up over the name of the Railroad you have selected. This light identifies the

head on the market. It works to mechanical perfection. A year's experience with this type of slot has brought about a constant stream of improvements and added conveniences for the operator. It is simple. Convenient. Practical and reliable. And the new improved payout is a honey, too. It's motor driven.

Railroad has that appeal that means heavy cash boxes.

Railroad is supplied for either coin or check play, and can be had with Ticket payout if desired. It comes either in battery operated model, or fitted with powerpack and 25 foot extension cord which plugs into house current.

RIGHT FROM THE HEART

Railroad is such a basic game—so human, so appealing, so easy to understand—that operators, location owners and players immediately break out into natural enthusiasm on playing it. It has that essential “something” that wins the genuine cheers.

“Your Railroad is absolutely the best built machine I have ever bought in pin games. Your payout mechanism is certainly O.K. and when I buy a machine and just plug it in and it works, that is the earmark of a real machine.

“My first week’s receipts on it exceeded receipts of a Tycoon on same spot.

“I heard several players remark about the beauty and smooth performance. Players like a good, solid machine and they want it to work—to pay when it should and to shoot properly.

“Indiana Operator.”

“In regard to our experience with our sample RAILROAD machine, we are pleased to advise you that in four days on location in one of our best ‘spots’, the game grossed \$175.00, which gave us \$87.50 for the four-day run. This is the same location where we placed our first Tycoon and this is a better showing than we had with the Tycoon. Therefore, we believe that we are going to get a very good play on the RAILROADS and will advise you further as soon as the additional five RAILROADS are placed on location.

“Cordially yours, Texas Operator.”

Order Now for Immediate Delivery

MILLS NOVELTY COMPANY

4100 FULLERTON AVENUE, CHICAGO

START PLANNING NOW!

AND WORK YOUR PLANS!



ATTEND THE GREATEST
COIN MACHINE SHOW

EVER STAGED!



CHICAGO--SHERMAN HOTEL

JANUARY 11-12-13-14, 1937



AUTOMATIC WORLD WILL PRINT ITS
BIG SHOW ISSUE

Beginning December 15, and will Mail Out
Before January 1, 1937



Plan Your Advertising NOW so
That You will be Represented in
That BIG ISSUE!

AUTOMATIC WORLD
120 SAINT LOUIS AVENUE
FORT WORTH, TEXAS

NEW JERSEY AND EASTERN PENNSYLVANIA PHONOGRAPH OPS ORGANIZE

About 30 phonograph operators doing business in Philadelphia and southern New Jersey, after several meetings organized an association on Monday evening, October 26, 1936, at the office of Edward N. Polisher, Esq., Franklin Trust Building, Philadelphia, who was selected as counsel for the association. Mr. Polisher's office will serve as the office of the association.

The temporary officers selected were Frank Engel, of the Automatic Amusement and Music Co., president; Commodore Frank Viscidi, of the Universal Amusement and Distributing Co., vice-president; Morris Finkel, of the High Point Amusement Co., secretary; and M. Margolis of the Keystone Automatic Music Co., treasurer. These men, together with Harry H. Elkins, of the Royal Music Co., Alexander Lederer, of the General Automatic Amusement Co., Mr. Melwig of the Cameo Amusement Co., Mr. P. Frank, of the Automatic Vending Corp., Mr. Edward Klein of the Premier Music Co., and William R. Yanks of the Excelsior Novelty Co., constitute the temporary board of governors.

By-laws of the association were adopted, including a code of ethics which recognizes and protects locations of members and fixes a uniform rate of commissions for the location

owner. A grievance committee was set up with power to enforce its decisions.

The association will issue its stickers for machines owned by member operators on November 1, 1936, which will remain in effect for November and December, 1936, and January, 1937. The presence of the stickers on a member's machine will give notice that it is operated by a member of the association.

Phonograph operators in eastern Pennsylvania and New Jersey have by personal letters been invited to join the association, whose dues are very modest. A strong association will help stabilize the phonograph business and increase the income of the operators.

NEW SELECTOR IDEA IN BALLY'S "SNAPPY"

"Select your own number—'call your shots'—and you'll get a real thrill out of pin game playing," is the way Jim Buckley, general sales manager of the Bally Manufacturing Company, sums up the importance of the novel selector unit on 'Snappy,' Bally's newest 1-shot payout changing-odds pin game. "With the finger-tip selector device," Jim goes on to say, "as many as six persons can play Snappy at one time—each playing his own hunches and getting a special socko out of picking them better than the other fellow.

"Then, too, there's the new 'odds-or-even mystery award' that puts another big load of pep and play-appeal in Snappy. The 'odd' pocket awards from 2 to 30 free games if 1, 3 and 5 have been selected. The 'even' pocket awards the same if the numbers 2, 4 and 6 are covered. Therefore, even a lone player has a whale of an incentive to cover at least three pockets. We've found from wide location tests that this new feature is one of the strongest play-attractors ever devised."

Snappy also features free play pockets in place of one of the regular out-holes which, when made, changes the odds before the free ball is played. The brilliantly illuminated streamline backboard is said to be designed for the highest possible eye-catching qualities. The playing field is the big, roomy, "open" type, in a sturdy, graceful 53 inch by 24 inch steel armored cabinet. Snappy is also equipped with the new cheat-proof No. 400 A.B.T. coin chute; multi-coin escalator showing last 8 coins played; and the Rockettype payout unit. This is the same unit that

has scored an all-time success mark on well over 75,000 machines.

Says Jim Buckley: "We just couldn't miss giving Snappy the name it has. It is snappy—all the way through. And the collection reports show that it's a plenty snappy money maker. My advice to any operator looking for a big profit-producer is—he'd better make it Snappy!"



SAM KRESBERG SELLS ROCK-OLA RHYTHM KINGS BY CARLOADS

Mr. Sam Kresberg, pictured here, who with his associate, "Bill" Goetz, owns the Capitol Automatic Music Company, 460 W. 34th street, New York City, is said to be the oldest and largest music distributing house in America.

Mr. Sam Kresberg recently flew in to the big Rock-Ola plant in Chicago, and placed his order for fifty carloads of Rock-Ola's new 1937 Rhythm King Phonographs.

Around New York operators are very familiar with the above likeness, for Mr. Kresberg's office is usually filled with a crowd of operators who like nothing better than to have Sam tell them one of his endless stories while writing up their orders for Rock-Ola phonographs, and the famous Tom Mix Radio Rifle.

Ah, G'WAN

Jean—"Fashions may come and go, but there's always a demand for cosmetics."

June—"Yes, women can't go wan forever."

Los Angeles was captured by Commodore Stockton in 1846.

OHIO MODEL, No. 50-A

**Ohio Vending Machine Co.
Columbus, Ohio**



How Vending PROFITS are MADE With NORTHWESTERNS

The scene illustrated above is typical—it tells a story of vending profits that is enacted daily everywhere, for everywhere there are prosperous operators owning routes of NORTHWESTERN VENDERS, from which they gain sure profits.

Nothing strange about this being so, especially when you have a full understanding of the many qualities of NORTHWESTERN VENDERS.

The modern beauty of these machines makes it easy for operators to secure the most desirable locations . . . locations where traffic is heaviest and profits largest.

The appetizing manner in which NORTHWESTERN VENDERS display nuts pulls pennies out of pockets in an amazing volume.

Portion vending by a NORTHWESTERN is so accurate (adjustable, of course) that you are definitely sure of a profit from every portion sold.

Experienced operators know that the mechanism of NORTHWESTERNS is practically free of any trouble . . . that servicing costs on NORTHWESTERNS reach a record low.

Now the story, that is the complete story, the story you want to listen to, about NORTHWESTERN VENDERS, cannot be satisfactorily told in small space. Ask us to supply you with full information. Of course, if you can conveniently do so, it is more satisfactory to visit our office where all the NORTHWESTERN VENDERS are on display, and where we can sit down and have a leisurely chat about the whole proposition.

Jack Folsom

FOLSOM & BROWN

Fisher Brown

2702-04 ROSS AVENUE ♦ DALLAS, TEXAS

*Headquarters for Better Venders
and Better Merchandise*

JUST A WORD ABOUT NUTS—Continued increase in sales has made necessary enlargement of the capacity of our plant. Quality hard to equal in peanuts and cashews is the answer. Prices that are right. Would you like samples and prices?



THE BIG MAN FROM THE SOUTH—A RECENT PICTURE OF MR. Fisher Brown, probably the best known distributor in America. This picture was recently taken in the show room of the Rock-Ola Manufacturing Corporation in Chicago. Mr. Fisher Brown made one of his quick trips to Chicago with his customer—Mr. Tonahill, manager of the Texas Novelty Company, who placed an order for one hundred Rock-Ola Rhythm King Phonographs, for spot cash. Fisher Brown's health has been excellent, for which everyone is extremely happy, and his same good nature and happy smile is always in evidence.

RHYTHM KING CLICKS

The creation of Rock-Ola's Rhythm King marks a new epoch in phonograph history.

Conceived and built by our master craftsmen, Rhythm King is the fulfillment of Rock-Ola's ambition to give to the world the finest coin-operated musical instrument of its kind ever manufactured.

The high ideals of character and integrity that are behind every Rock-Ola product, are doubly expressed in this new and superb instrument.

Rhythm King is superlatively beautiful in appearance, with an exquisite blending of color and design, and with inner glories of richness, purity, and power. It makes possible the realization of every operator's dream for a phonograph so outstanding in attractiveness and quality as to bridge the gap between ordinary profits and real success, and thus pave the way to highly productive operation.

The elaborate cabinet (massive in appearance, yet not too large), the perfect tone-quality, and impressive lighting effects, will receive instant recognition from lovers of the truly beautiful, and a welcome in the best places with immediate and gratifying returns.

The simplified operation of Rhythm King, and the new and improved mechanical features, such as visible coin chute, compact program unit, etc.—adds much to the desirability of this marvelous phonograph.

Here, at last, is a phonograph so constructed and glorified as to afford that sure margin of profit that is of first and vital importance to the operator.

From every standpoint of matchless grandeur and unsurpassed performance, Rhythm King takes first place among the finer instruments of automatic music.

The Rock-Ola Corporation is proud to dedicate its latest and greatest achievement to the operators of this nation as a sure, substantial, and un-failing avenue of profit.

Rich indeed are the rewards that await each and every operator who pledges allegiance to Rhythm King—the world's finest phonograph and the supreme sovereign of the coin machine industry.

A naive person is one who thinks that actress' hair turned white overnight because of a horrible experience.

Now! The First Real Black Jack SALESBOARD

No. 1127 1000 Holes

Genuine "Black Jack" Feature
Holds Tremendous Player Appeal

Takes In \$50.00

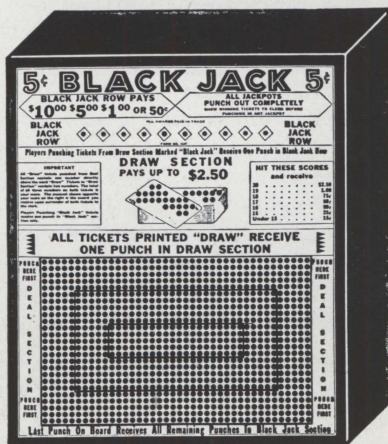
Average Payout 22.88

Average Gross Profit \$27.12

(Highest Possible Payout \$27.95)

Price \$3.77 Each

Plus 10% Tax



A HARLICH JUMBO BOARD

HARLICH MFG. CO. 1411 W. JACKSON BLVD.
CHICAGO - - - ILLINOIS



L. G. "ANDY" ANDERSON CONGRATULATING JOE FISHMAN on his new offices while Saul Kalson, head of the Greater New York Operators Association and George Ponser look on.

TOM MIX RADIO RIFLE ROCK-OLA'S BIG SENSATION

Mr. David C. Rockola announces his latest creation, the Tom Mix Radio Rifle!

In discussing his latest product, Mr. David C. Rockola said:

"Don't overlook the profit producing magic of that great name—Tom Mix!"

"The biggest and best known and best loved name in the entire amusement world. Look at the millions of dollars of advertising power in such names as "Shirley Temple," "Babe Ruth", "Major Bowes," "Eddie Cantor," "Fred Allen," "Jack Benny"; then realize that big collections for operators are 'sure fire' through the great name of Tom Mix tied up with the name Radio Rifle."

The Tom Mix Radio Rifle has been placed on a great many test locations to determine its profit-producing value and has also gone through a period of two years of intense research to finally make it the most "fool-proof" mechanism ever developed in any mechanical coin-operated apparatus.

On these locations the Tom Mix Radio Rifle has actually brought in bigger profits than anything ever placed in the similar location.

Tom Mix Radio Rifle is not just "another shooting game," it is the greatest thing in harmless fun, sport and amusement which the world has ever seen.

It cannot be compared to any other

so called rifle game as it embraces a brand new principle. This achievement was developed by Mr. D. C. Rockola after many years of experience until it was brought up to its present state of perfection. This principle is registered under patent Nos. 101260, 101744,—2,061092.

The principle of this new mechanism is so simple it makes expert mechanics wonder how it works so perfectly. It produces uniform result and is low in cost to operate as it only uses the same amount of current at a mere 60 watt bulb requires.

Orders are pouring into the factory to such an extent that over 2,500 bookings are now in the process of manufacture, and the few operators who have had them out on their regular ordinary locations claim that the Tom Mix Radio Rifle takes in more money in one day than any other known coin-operated machine in a week.

The big Rock-Ola factory, comprising twenty buildings, is working on three eight hour shifts, turning out cabinets at the rate of over three hundred daily in a frenzied attempt

It COSTS you
\$60 a year to keep on replacing
Batteries in Pin Games. ELIMINATE
them forever with the
ELECTROPAK
INSIST ON THE GENUINE ELECTROPAK

to keep up with the orders already booked.

When Mr. Tom Mix recently placed orders for 117 for his Hollywood friends, he made the following statement over his signature—"Take it from me, boys—Rock-Ola's Radio Rifle, bearing my name, is the keenest fun, sport, and amusement in the world."

"SNAPPY" HAS BIG ODDS-CHANGER

Due to the widespread popularity of the big twice-size odds changer, as used on their "Belmont" machine, Bally Manufacturing Company announces that the over-size odds changer is being adopted as standard on the Bally "Snappy" game. A large light-box with a new backboard design will be used to set off the new odds-changer.

"Snappy" is said to be scoring an unusual success as a selector type 1-shot game. Six players can play at a time, each selecting a number. A new device, known as the "odd-or even" mystery award is reported to be attracting an average of 15 cents per game, even when played by a single player.

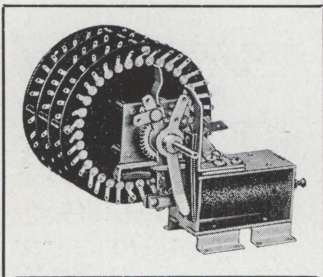


FOR GREATER PROTECTION SPECIFY DUO LOCKS

The Lock Experts Couldn't Pick

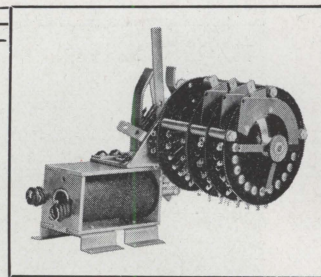
- Dual Sets of Tumblers
- Unlimited Key Changes
- Protected Codes
- Illicit Key Duplication Practically Impossible
- Extra Strong Key

The **ILLINOIS**
Lock Company
737 W. JACKSON BLVD., CHICAGO, ILL.



COIN MACHINE ELECTRIFICATION

By J. J. ROWELL, Guardian Electric Mfg. Co



The Cause and Cure of Common Troubles of the Pin Tables Power Supply and Electrical Circuits

We are happy to present the second in the series of articles by Mr. Rowell, treating the technical details on the electrification of pin tables.

When the game goes dead, and there is no obvious fault such as a twisted contact, non-reset step up switch, or a closed tilt switch, suspicion falls on the power supply, and the various electrical circuits that are the heart of the present day game.

First, check your fuses. In the games of today, a great many of these are of the overload, or multi-contact type. In the former, a little metal spring warps out of place when the load becomes too great. This type can be reset by merely putting the spring back in place. The multi-contact type will again become a conductor by giving it a slight turn to the next position.

If your fuses have not blown, and your game is equipped with a power pack, see if the plug is firmly in its socket. Next, pull out the plug, and see if the wires are properly fastened to the terminals of the plug. If this checks, see if the wires from the plug to the game have all their insulation, that a bare spot in the wire is not touching another wire, or some metallic object.

When the foregoing check reveals everything as it should be, it becomes necessary to "buzz out" the circuits. A test buzzer consists of two small 3 volt batteries, two test points, a buzzer (easily obtainable at the dime store), about three feet of wire, and some friction tape. Connect the center post of one battery to a terminal on the buzzer, connect the outer battery post to the inner post of the second battery. Attach a piece of wire about a foot and a half long to the outer post of the second battery, put a test point on the free end of this wire. Contact a similar wire with test point on the free end of this wire. Connect a similar wire

with test point to the free terminal of the buzzer. Now touch the two points together. The buzzer should operate. If it does, bind the batteries and buzzer together with the friction tape, and you're all set to test, or "buzz out" the circuits.

Testing circuits is not as difficult as it may seem. Most manufacturers use a different colored wire for each circuit. Take your buzzer and touch one point to the spring or contact that the ball actuates in play; touch the other point to the wire leading from the contact to the switch or lights it is supposed to operate. The point can be pushed through the insulation without endangering the circuit. If the buzzer sounds, your circuit is clear. Repeat this operation until you've buzzed out your entire wiring system. If at any time the buzzer does not sound, there is a break in the wire, and you may easily locate the break by bringing your test points toward each other, along the wire, until they almost touch without sounding the buzzer. There's the break.

If you've buzzed out all the circuits, and everything is clear, it is possible that you have a crossed, or short circuit. This can be tracked down by touching the test points to two different circuits simultaneously. If the buzzer sounds, the two circuits are crossed somewhere, and by repeating the procedure outlined above, the short can be easily tracked down.

When the lights of the game work, and the units will not, the chances are that there is trouble in the rectifier. Check this to see if it is either burned out, or has a loose wire. If the units work, but the lights won't, there is probably a broken lead from the transformer. If the game refuses to work at all, see if the wire leading from the power line to the power pack is firmly attached to the terminals on the pack,

as very often these wires are not soldered, but merely held in place by the clips on the terminals.

If the circuits are all clear, and there is no discernable trouble in the power supply, test the fingers on the step up switch. Place one test point on any contact finger, and touch the other to each of the other fingers in turn. Repeat this for each finger. A buzz indicates a short circuit. For another test, place one test point on the button on which a finger is resting, and touch the other point to the contact finger. If the buzzer does not operate, the contact is dirty, or the finger is bent so that it is not making contact.

It must be emphasized at this point that a step up switch is a rather complicated piece of apparatus, and that for anything but the most minor repairs, the switch should be dismantled and taken to the service shop. If your tests indicate trouble in the switch, and it is not just a loose wire, or something similar, leave it alone while on location.

A method that a great many operators have found to be highly satisfactory calls for stocking a small supply of the more complicated electrical and mechanical parts. When trouble develops in one of these units, it is removed from the game, replaced by the spare part, and the faulty mechanism taken back to the service shop for examination. If inspection proves that repair is beyond the resources of the shop, the matter should then be taken up with the manufacturer. This method allows better care of the game, no temporary repairs that are forever causing trouble, and no games laid up until replacement parts are shipped. One unit for every ten identical games will more than pay for itself when trouble occurs.

Again, it must be emphasized:

Don't attempt any repairs unless you know exactly what the trouble is, and exactly how you are to fix it!

JACK NELSON TALKS ABOUT BUSINESS PROSPECTS

Jack Nelson, general sales manager, Rock-Ola Manufacturing Corporation, was recently interviewed at the big Rock-Ola Plant, and had the following to say:

"The outlook for operators of phonographs for the coming year of 1937, is distinctly promising.

"Everything points to the biggest year operators have ever had; I even mean during the prosperous years of 1928 and 1929.

"Mr. Sam Kresberg of the Capitol Automatic Music Co., Inc., of New York City, whom you all know, one of the largest distributors of Phonographs in the world, was recently in my office and made the assertion that business conditions in New York City have reached a high point in the past two months, such as Mr. Kresberg never witnessed in all of the many years he has been in business.

"He stated to me that there is actually a shortage of skilled labor in New York, and that locations are actually clamoring to have phonographs to put on location.

"That is a typical example of the reports reaching us from other distributors throughout the nation, and sitting here in Chicago in the center of the so-called phonograph situation, I can foresee a tremendous demand for phonographs in 1937 by operators in practically all sections of the United States.

"Mr. D. C. Rockola has had his finger on the pulse of general business conditions, and has anticipated the great needs of the operators for the year 1937, and has consequently created the new 1937 Rhythm King, which, because of its modernistic tendency, plus unusual quality, should really be called the 1940 model, as it embraces such startling innovations that distributors, jobbers and operators fall in love with the new Rockola "Rhythm King" at first glance, and in conclusion, it would seem that the only problem of 1937 is a problem of production rather than of sales."

Judge: "Well, Amos, I can give you this divorce, but it will cost you \$30.00."

Amos: "Thirty dollars, boss?"

Judge: "Yes, that's the court fee for expenses."

Amos: "Well, Judge, I don't believe I want no divorce. There ain't \$30.00 difference between them two wimmen."

EXHIBIT'S SHOOT-A-LITE HAS PLAYER APPEAL

"I was one of the first to see and shoot Exhibit's photo-electric rifle-target game "Shoot-A-Lite." As the hour of the first showing approached, jobbers, distributors and operators from all parts of the country gathered at the Exhibit plant. This was Exhibit's day of triumph, and everyone present expected to see a great game. But we saw even more. There before us was a colorful, panoramic view of the great outdoors enclosed in a massive, solid-walnut cabinet, colorfully designed to catch the eye and attract crowds.

"We saw four different moving targets instead of one—four different kinds of ducks, life-like in size and color, winging their way in natural flight across and up and down the entire rifle range. My first thought was 'Here is the perfect rifle-target game'.

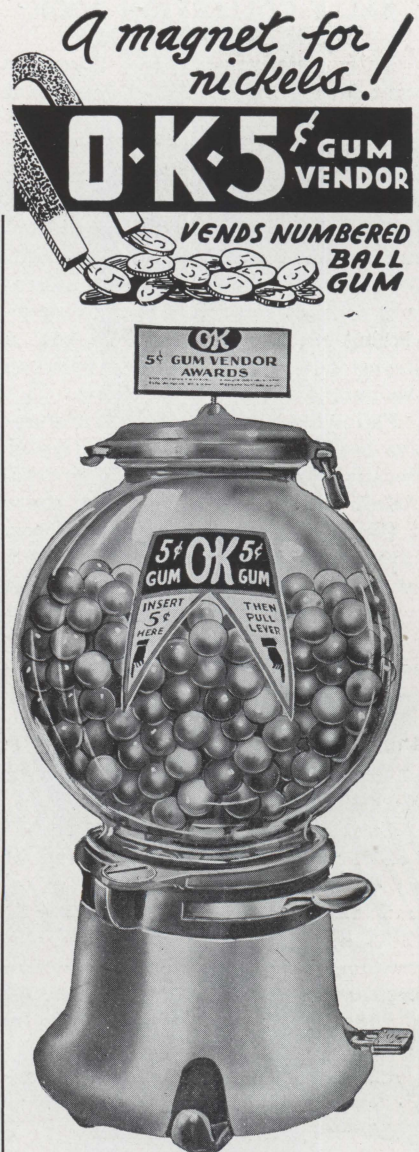
"Placing a nickel in the slot, we were treated to a new high in illusion. Ducks arose from the green of a pond. Others came sailing across the deep blue sky. I raised a man-sized gun to my shoulder, took careful aim and fired. But I missed. Then another big mallard soared by. This one was flying much lower, and I made a perfect hit. The duck fell behind a clump of weeds, lighting the automatic register and scoring my hit. There you have thrills—there you have player-appeal—and there's the game that I am going to operate. Shoot-A-Lite is all legal; it is perfect mechanically; and I'll guarantee you, too, will say it's 'head and shoulders' the best target game on the market today."

From L. C. K., Iowa.

Shoot-A-Lite is the only game to utilize four different moving targets—one for expert marksmen, the next for better than-average shots, another for average players, and still another for amateurs. This feature alone assures four times the play, because it appeals to the skill and ability of four times as many people.

Replacement targets keep play perpetually at a peak—kill competition and make your investment in Shoot-A-Lite secure for years. These extra targets will be available at regular intervals featuring a wide variety of money-getting subjects.

Shoot-A-Lite thus provides longer life on location—four times the player appeal—and four times the profit opportunity found in ordinary target games selling at much higher prices.



DESCRIPTION

Requires only 7 square inches of counter space. Beautiful porcelain finish. Rubber feet protect counter.

\$60 cash sales from each re-fill Machine holds 1200 balls. Gross sales \$30.00. Each ball has a hole drilled in the center with a number inserted reading from 1 to 1200. Awards are from 10c to \$2.50.

Pays out \$30 in trade awards Gross profit \$30.00 per re-fill. This is equally divided between merchant and operator. Numbered gum supplied at \$5.00 per re-fill in lots of 10!

NET PROFIT 10 OPERATOR IS \$10 EACH TIME MACHINE EMPTIES! Many OK VENDORS sell out once and twice weekly!

Introductory Price to Operator

Only For one OK Vendor with 1200 Balls of Numbered Gum **\$15 FREE!**

Remit one-third deposit, balance C.O.D.

O. ROBBINS & CO.
1141 DE KALB AVE. - BROOKLYN, N.Y.

BALLY COLLECTION BOOK BOOSTS OPERATORS

Bally Manufacturing Company has added a link in the all-important tie-up between operators and location-owners. The special Collection Book, which Bally distributes free with every game shipped, is carefully designed to create good will between the operator and merchant. On the reverse side of location-owner's receipt copy is a simple, convincing message intended to seal a strong bond of confidence between the operator and his locations.

Following the forcefully informative heading, "Your Share Is Greater Because . . . runs this sincere, plainly written copy:" "Your share is Greater Because you deal with an experienced operator. He owns a large number of games of different types and can, therefore, give you the

variety which insures profitable patronage. He is in constant touch with the latest games. His knowledge enables him to select the best money-makers. He knows how to hold player interest and create good will. He gives the games in your locations constant maintenance service. And, last but not least, his operation places money-making games before your customers without investment on your part. For maximum game profits, do business with an operator."

Jim Buckley, general sales manager of Bally Manufacturing Company, says: "When we were ordering these collection pads, we saw a chance to give the industry and the bona fide operator a big boost that both deserve. Nor is it without results. Although the books have been out only a short time, we have already received highly favorable comment from operators who tell us that the good will message has done much to maintain proper relations between the merchant and the operator."

BROCHURE GIVES STORY OF INDIRECT LIGHTING IN BUSINESS, INDUSTRY

The story of indirect illumination and its contribution to America's business and industrial progress is contained in a handsome brochure being distributed by Silvray Lighting, Inc., Long Island City, New York.

Elaborately illustrated, the brochure traces the development of artificial light from the feeble power of Edison's first lamp, to the development of the first indirect lighting large reflectors in deep opaque bowls, and down to the trim metal-and-glass luminous units, whose reflectors are integral parts of the lamp functioning independently of the fixture. As the incandescent lamp of high power came into common use, there rose the problem of effective eye shielding, which in turn led to the development of indirect forms of lighting with their

recognized eyesight-conservation advantages. Treated in detail is the newest development in this field, the silvered bowl mazda lamp with its "sealed in" reflector which prevents eyestrain, headaches and nervous disorders by replacing brilliant, spotty lighting with a fine quality of diffused, uniform light without glare or shadows. Described and commented on are also some outstanding recent examples of unusually effective indirect lighting installations, such as that of the Standard Oil Company in Radio City, New York, the Johns-Manville Company, the Shell Petroleum Products Company, the Philadelphia Saving Fund Society building, Sears-Roebuck's newest ultra-modern, windowless Chicago department store, the Indianapolis Power & Light Co., W. T. Grant & Co., the Crosley Radio Corporation, the Christian Science Publishing Co. in Boston, and numerous others.

ROBBINS' O. K. GUM VENDOR SELLING BIG

The O. K. 5c numbered ball gum vendor, being introduced by D. Robbins & Co., Brooklyn, N. Y., is enjoying large sales, according to Dave Robbins. This machine is being built exclusively for Robbins by a manufacturer with over 25 years experience in the vending machine field. The O. K. Vendor is a marvelous trade stimulator. It pays out a definite amount of \$30.00 each time the machine sells its contents of 1200 balls at 5c each. The machine takes in \$60.00 per emptying. The \$30.00 profit is divided equally between the operator and the location owner. Wherever punchboards are permissible, the O K Vendor should prove to be a splendid money maker. It helps storekeepers to move their merchandise, as all awards are payable only in trade. Each set of 1200 balls has a main serial number, which prevents cheating. A large stock of numbered ball gum is carried in stock by D. Robbins & Co. The O. K. Vendor is handsomely finished in green porcelain and requires only 7 inches of counter space.

The most intelligent of the great apes, chimpanzees, are born comedians.

Teacher—Johnny, what is the difference between a vision and a sight?
Johnny—When our Ethel goes out in the evening she's a vision, but when she gets up she's a sight.

SAVE \$60 a Year
on each Pin Game —
ELIMINATE Batteries
with an
ELECTROPAK

Bulk Vending Machine CANDY

Bulk Vending Machine operators, investigate our complete line of confections and candy-coated nuts, made especially for vending machines. Their superior flavor and colorful eye-appeal will help draw trade to your machine. Write us at once.

Operators!
For prices, details and samples, without cost or obligation, clip and mail coupon today.

FREE SAMPLES
Write Today!

CANDY CRAFTERS, INC.
LANSDOWNE, PA.

BRASS CHECKS **for PIN GAMES**

	1c	5c	10c	25c
5000	\$4.50 M	\$5.00 M	\$4.50 M	\$6.00 M
1000	 4.75	5.50	4.75	7.00
500	 3.00	3.50	3.00	4.50

Nickel plated checks add \$1.00 per M to above prices
Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago

NO CASH VALUE—SOLID OR WITH HOLES

GOOD FOR AMUSEMENT ONLY

SWING

IS THE THING



Swing.. Swing..

NOTHING BUT SWING!

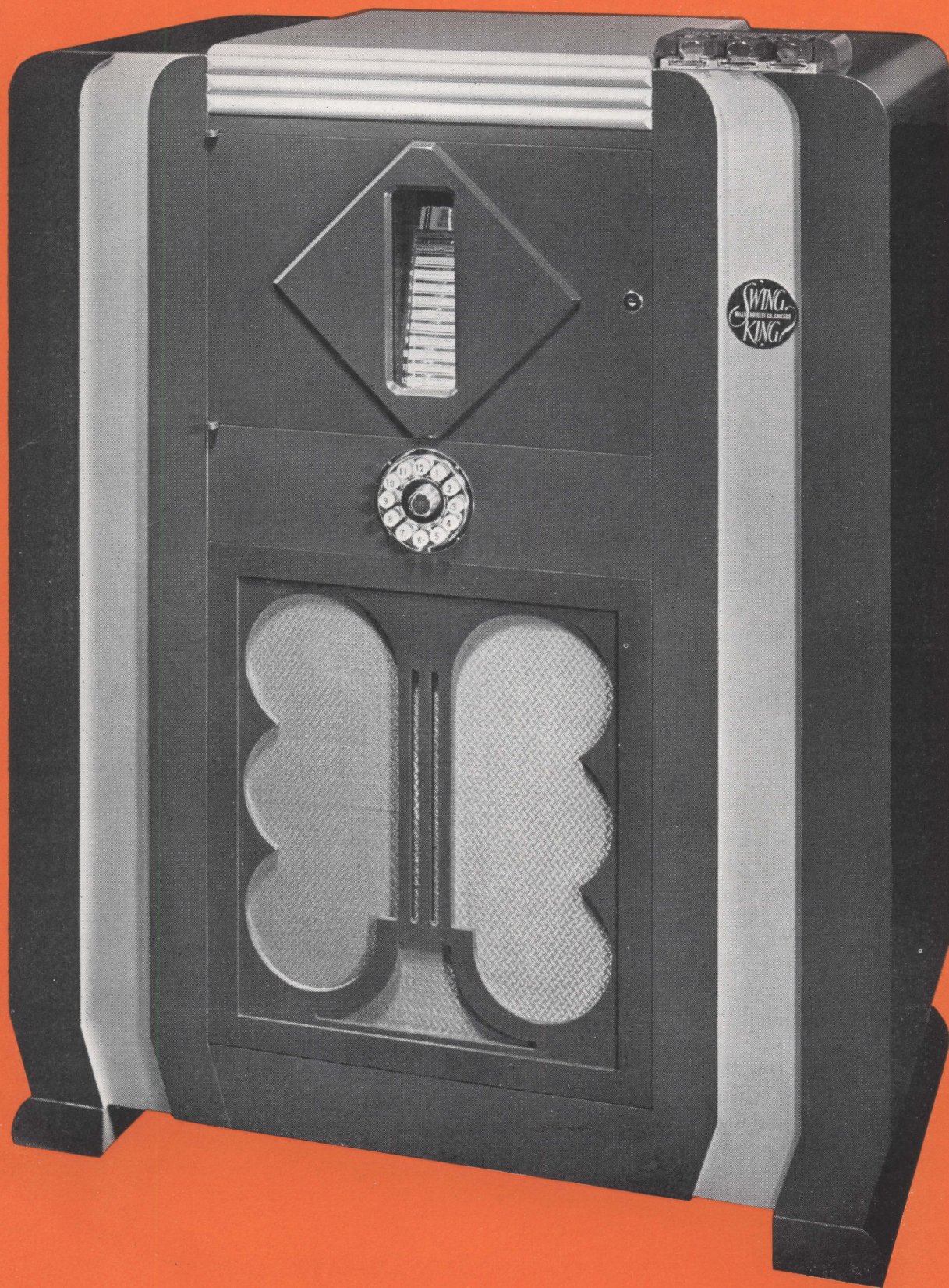
Open up your phonograph cash box and look at the quarters, dimes, and nickels. Then please realize that every coin you see before you represents **SOMEBODY'S** choice of music. People dropped those coins in your instrument, not because they like to see you make money, but because they wanted to be pleased and entertained. The more you can please them, the heavier your cash box will be.

Now you are undoubtedly a student of good music, and you may positively know of several types of music that are better than **SWING**—but you aren't the one who drops the coins in the phonograph. Right or wrong, good or bad, whether you like it or not, the fact remains that the public is nuts about **SWING**—**SWING IS THE THING**.

The Mills Swing King is the only phono-

graph on the market especially designed to render this type of music with all of its exotic magnetism, its tidal-wave irresistibility, its musical impetuosity. The **Swing King** is a **LIVING PHONOGRAPH**, a 1937 instrument, far ahead of anything else in the field. Patrons, to whom **Swing Music** is today's god, respond at once to **Mills Swing King** because they recognize in its performance the first authentic mechanical renditions of **Swing Music**. Band and orchestra leaders, star musicians and composers, all favor the **Swing King** as the best reproducer of **Swing Music** in public locations.

Give them **Swing** and they'll give your instruments the **HEAVY PLAY**. Offer **Swing King** to that choice location you've been trying to get for so long! Act fast and you'll clean up with **SWING** and **SWING KING**!



Swing Needs "Umpah" + Brilliance

Mills Dual High Fidelity Supplies BOTH

Dual High Fidelity is the secret of Swing King's famous SWING, the first and only true swing phonograph. It's something new in amplification; by a simple control you can accentuate all the low tones so necessary for rhythm without smothering or drowning out the brilliant high tones which carry the personality and dash of the particular band that plays the piece. A simple adjustment allows you to test out the room in which Swing King is placed; instantly you know how to set the Dual High Fidelity so that it will render the maximum of swing entertainment. Size, construction of walls, windows, floors and hangings all affect the rendition of any phonograph music, but Mills Dual High Fidelity control assures you getting the music JUST RIGHT.

This Cabinet Is Always "At Its Best!"

Swing King is just as beautiful to gaze at as it is to listen to! It has been designed for the typical phonograph location, and you simply cannot pick out a spot in which Swing King won't be the beauty center! It's smart! It's stylish, it has those swinging, dashing lines so symbolic of the music it purveys! Two outstanding color schemes for your selection: Blue, Silver and Green; or Natural, Silver and Red. Both cabinets are styled for any kind of a background. They win the spotlight through sheer eye appeal!

Impressive Program—Multiple Selection

Your eye focuses immediately on Swing King's impressive program; it is well lighted and clearly shows the choice of music. The Multiple Selector allows the player to arrange his selections in any number from one to twelve. The selected program may be instantly revised by pulling center knob.

Triple Coin Slot

This convenient, practical slot has undergone nine years of steady improvement till today it gives the perfect service required by all phonograph operators. Accepts quarters, dimes, and nickels in any number from one to twenty and plays at the rate of five cents per selection. Attractive and convenient twelve button dial on front enables player to make selection.

Adapted for Both Sampler and Radio Coin Box

Swing King is so designed and manufactured that for a slight extra charge it may be equipped with the famous Mills record sampler. The sampler will play a free tune, at any time you decide, in intervals of fifteen minutes each. This device wakes up the quiet locations, notifies everybody that Swing Music is available, often increases the intake as much as 40%.

The remote control of the music by coin deposit is also available in the Swing King. On order we put a radio receiver in the instrument and furnish the Mills Radio Coin Box, which is portable and not connected to the instrument by any wires. It can be rolled to any part of the location and when a coin is deposited in it, it will play the phonograph by remote control. The spectacular quality of this device—it is an exclusive Mills Invention—often raises collections 50% and more.

Priced Low

Earns Back Its Cost Faster!

Swing King, designed to fill the greatest musical demand in phonograph history, is the fastest money-maker you can lay your hands on right now. In spite of its great wealth of features, its exclusive advantages, *it's priced remarkably low*. Pay for your Swing Kings on our liberal deferred payment plan.

Order Now for Immediate Delivery

MILLS NOVELTY COMPANY, 4100 Fullerton Ave., Chicago, Illinois

New Orleans and Louisiana News

CONDUCTED BY
ADAM LEIDENHEIMER

WHILE more than a dozen Western Louisiana operators have already signified their intentions to join the Texas and other Southern groups on the special T & P train to the national convention on January 11, Eastern and Southern Louisiana ops are still to organize for the joint trip. Down in New Orleans, Harry Batt and President Julius Pace of the coin machine men and President Jules Peres of the music association are working hard to have everybody in that immediate area get together for a special car or two which they hope can be joined to a full train of operators from other nearby states for the Chicago sojourn.

No less than a score of the New Orleans operators say they will attend and most of these fellows are bringing along their wives, families and friends for what they believe will be the biggest convention of all times. All over the Pelican State, ops and distributors alike are anxious to make the trip and it looks like plenty of business will be enacted at the gathering. To the man, they are optimistic enough to believe that 1937 will establish new peaks for earnings and there is no doubt that

all signifying their intentions of going to Chicago are not thinking only of a pleasure trip.

Harry Batts wants every operator in Louisiana who has not made up final plans to join any group to get in touch with him at New Orleans. Harry says that he already has the assurance of enough men and women to make up a full special car and he hopes that enough Louisiana men can be contacted along with possibly other ops from Mississippi and Alabama to take over a full train from the Middle South.

Cold weather, such as found in the extreme South, finds all operators reporting good play at the greater majority of locations. In Southwest Louisiana, an oil boom and the grinding of sugar cane finds stores doing the best business in over five years and with the better circulation of ready cash, patrons are more satisfied to find the entertainment of the many machines placed in these stores by ops of that area. In the Central part of the state, a record-breaking lumber business is helping to bring back prosperity while cotton has already brought many thousands of dollars into the hands of people

whose enjoyment is the clean fun of playing the music and pin ball machines. Another oil boom and a good price of cotton favors the Northern section of Louisiana and here too play is reported by most operators to be the best in many months.

Two men who have been slugging coin machines in the Middle Gulf area for some time were finally caught up early this month at Gulfport, Miss., and brought before the U. S. commission at New Orleans to be placed under \$1000 bond pending trial on alleged possession of counterfeit 5-cent and 10-cent pieces. Defaulting bond, they were placed in a cell at Gulfport, Miss., and are to be brought before the federal grand jury. There were 34 and 40 years old. Old enough to have sense.

An annual license fee of \$5 was levied upon pin games, bagatelle tables and all novelty vending machines or "any other like device" by the Rapides parish police jury in an ordinance adopted by that body at a meeting of November 10. A fine of not less than \$10 nor more than \$100 or imprisonment of not less than 10 nor more than 100 days is penalty.

LADY LUCK

1200 Hole - - - Form 4190

Takes In \$40.00
Pays Out 19.00

Holiday Boards, Holiday Cards, and Holiday Headings

*Write for Our Catalog of Money-Making
Boards, Cards and Die-Cut Sheets.*

CHAS. A. BREWER & SONS

LARGEST BOARD AND CARD HOUSE IN THE WORLD

6320-32 Harvard Avenue

CHICAGO, U.S.A.



The license becomes effective January 1st and means a total of \$17.50 for fees for operators in that parish, including state costs.

Donald Duthu has moved his Automatic Amusement Company office from another location in the block to 813 Poydras Street and like several other instances in New Orleans, will have another coin machine operator as a next door neighbor, the C. and N. Novelty Company being located at 815 Poydras street. Just a month ago, Pippitone and Pace Novelty Company moved to the 2300 block of Canal street to become next door neighbor to Jerry Germentis, prominent music operator, and up in the 800 block of Carondelet Street, the Standard Novelty Company, Crescent Novelty Company and Louisiana Amusement Company take up three or four consecutive offices. And, believe me, it's not a case of misery liking company. All of the latest movers into new locations have been forced to do so to have more "elbow room."

Another episode in an interesting suit in Central Louisiana developed this month when a citizen of Plaquemine again lost a mandamus action to enforce the sheriff of his home town to raid all coin machines and "gambling devices." This time it was the court of appeals that upheld the ruling of Judge William Carruth of the 18th District Court that "the court could not mandamus a public official to do his duties prescribed or unprescribed by law." In other

words, the sheriff of Plaquemine does not have to listen to certain reformers or "belly achers" as to what constitutes gambling. The sheriff has already stated through the press that coin machines are okay in his estimation as long as they are within his idea of the gambling law.

Operators at Shreveport reported keen disappointment over the state fair results. Almost an entire week of downpours all but ruined completely their chances of doing a record-breaking business. As it was, few saw very much increase during the fair. However, in other sections of the state, particularly at Donaldsonville and at Eunice where both fairs established new high patronage, operators did a fine business. E. L. Ewen at Donaldsonville, where the South Louisiana fair was held early this month, said he had the best week since he started in the business. Good sugar and rice crops plus an attendance of over 100,000 at the fair were attributed to by him as the reason for the grand week.

Distributors of punchboard cards are highly optimistic these days. All report the best business in months throughout this section of the country. Down in New Orleans, the Crescent Cigar Company says that their candy board sales are the heaviest in the history of that firm which is one of the oldest in the city. The boards are plainly visible and steadily played in drug stores, barber shops, hotels, theater lobbies, restaurant and barrooms and even on many of the downtown streets where office men are making a little extra on the side. Fruit cakes, pecan rolls, boxes of candy and silk stockings lead the field in popularity.

The Dixie Coin Machine Company reports a good demand for the entire Bally line. Julius Pace, head of the firm, says he believes that Preakness and Belmont look like second Derbys of which this firm sold over 100 machines within the space of a few weeks. Julius said that he was completely sold out on Preakness and is being forced to make several would-be buyers hold off pending new shipments from the factory.

On one of his periodical trips to Louisiana and his New Orleans branch office the other day was Pat Buckley of the Buckley Manufacturing Company. Pat is very optimistic about the future for the Buckley line. He reports that his company is ready to do the biggest business for winter in the history of the firm

with such successes as "Bones," the firm's latest big hit; Golden Horses, Mutuel Horses and Diamond Mine." Pat says that in "Bill" Woolen he has one of the smartest sellers of machines in the country and this great asset added to a fine line of attractive machines, the new year should open with a bang. Pat says that his new offices opened recently in the tropics are doing fine and that the company is planning further expansion in the West Indies and South and Central America early in 1937. While here, he was the guest of R. H. Stivers, district manager.

A recent caller at the office of the New Orleans Novelty Company was Paul F. Jock of the Pace Manufacturing Company. He was the guest for a couple of days of Louis Boasberg and left here for a trip through Texas.

EXHIBIT PRAISES JOBBERS FOR FINE COOPERATION

"Never before have I seen such whole-hearted co-operation from any group of individuals as we have received from jobbers and distributors of coin machines," said Mort Duff of the Exhibit Supply Company. The Exhibit Supply Company has been and will continue to be firm in the belief that the manufacturer can be of real assistance to jobbers and distributors. They are the life blood of the industry.

With this thought in mind, a new department for jobber and distributor cooperation has been established as a service of the Exhibit Supply Company. Advertising, sales, and other problems are quickly and gladly handled for jobbers and any assistance desired is immediately forthcoming from Exhibit's new department. More than half the jobbers of coin machines in the United States and Canada have written Exhibit expressing their appreciation of the new efforts on their behalf.

Many species of birds make their summer homes in the Canadian Rockies.

Rastus' lawyer was informing him on the legal status of his matrimonial relationship and his chances for a divorce:

"Mistuh Johnson, I has discovered I can get yo' divorce on the grounds that yo marriage ain't legal on account of her father.....he had no license to carry a gun."

ELECTROPAK
Saves FROM \$60 TO \$90
A YEAR IN BATTERY REPLACEMENTS
INSIST ON THE GENUINE ELECTROPAK

IRON STANDS
FOR PEANUT AND BALL GUM MACHINES
PRICE \$1.35 Each
F.O.B. Fort Worth
Shipping Weight 20 Lbs. Each
F. C. EWING Co.
The Operator's Friend
1414 E. Lancaster
P. O. Box 851
FT. WORTH, TEX.

Oklahoma News

THIS grand Indian summer weather we have been enjoying in Oklahoma certainly is putting new pep into everybody. In spite of the generally unsettled state of things, state operators in general are looking and talking with more optimism than they have in months. It's in the air. Almost anything can happen in the next couple of months. And in the meantime, everyone is making plans for a busy winter and looking forward to a happy and prosperous holiday season.

Just got back from a short stay in Oklahoma City. Called several of the operators up there, that is we tried to call a lot of them but most of them were so busy that we had to call back several times to reach them. Our vote for the hardest to catch in man in the state should go to Jim Boyle, well known head of the company of the same name. Took five calls to reach him and by then he was just ready to leave for an out-of-town business trip.

Just our good luck to be in the capital city the same day that Charlie Snyder, that genial and very popular representative of the Mills Novelty Company, Chicago, registered at one of Oklahoma City's leading hotels for what it is hoped will be an extended stay. Every place we telephoned they told us he was back. Speaks well for his popularity in Oklahoma. Mrs. Snyder has accompanied him to Oklahoma.

One of our favorites—Clay's Novelty Company. If its real optimism you want talk with some of the men over there. They report, and they are in a position to know, that the coin machine business all over Oklahoma is enjoying a steady improvement in recent months.

Harry Broida of the Wewoka Novelty Company has just returned from a week's good will tour and business trip among operators at points between his city and San Antonio. He reports weather and business conditions in general down that way are fine, which tip should mean some-

thing or other to the Texas State Chamber of Commerce.

J. H. Johnsen, well known operator from Burkburnett, Texas has been spending several days in Oklahoma visiting various state operators and transacting business. Operator Wilborn of Olney, Texas also was another welcome visitor to our state recently.

Two state operators whose business just seems to keep on growing—Carl Jackson and Bill Huffman of Seminole. We noticed the other day that they had fifty brand new Mills Blue Fronts in their shop just arrived from the factory and ready to go on location. But then large orders like that are nothing uncommon for those oil city operators. Just ask any of the companies they do business with.

Fisher Brown, Dallas, field representative for the Jennings Company, has been spending a week in our state greeting his numerous friends among the operators and transacting business.

Operators Jim Ashcraft of Seminole and McCoy of Shawnee are being seen around together a lot these days. Top notch operators, both of them, and equally optimistic about the future of the coin machine business in this great state.

We are glad to report that Glendon Berry, young son of Mr. and Mrs. W. B. Berry of Wewoka, has been released from a Wewoka hospital where he has been confined with pneumonia and is now improving rapidly. The young man's father, in addition to being one of the best known restaurant men in his part of the state is one of the owners of the B & B Novelty Company and an enthusiastic booster of the coin machine business.

Saw Bert Wysor, Hughes county operator, in his place of business the other day. He and his colleagues have one of the niftiest looking shops and best furnished offices we have

been in in a long time, and located right in the busiest part of the city, too. Business down that way must be booming.

Operators from all over the state report increased profits from various types of marble tables. There is a great deal of trading going on among operators of different localities. Everybody agrees that the Bally Derby is one of the best tables on the market and attribute its popularity to the fact that the machine is especially liberal to its players, possesses real player appeal and holds up well after long service. Some games seem to lose popularity with the public after they have been on location for a time but many operators are wondering if they haven't finally found the answer to their prayers in the new Bally offering.

If news in this column for this month seems a bit sectionalized it is because this humble scribe has not had the opportunity to contact as many of the state operators as he would have liked. It is our purpose to make this column really representative of coin machine news in Oklahoma and hereafter we hope to publish more and better news about the industry and let other states know that in spite of unsettled conditions, the industry has been making rapid strides in our state.

At this time it is still impossible to say anything definite about legalization in Oklahoma. As everyone knows the question has been hanging fire since the bill legalizing certain types of coin machines was passed by the 1935 legislature. With another hearing due to come up in the Supreme Court on Nov. 17 things are looking brighter for the coin machine interests than they have for months. Operators are looking forward to a favorable decision in the not too distant future. Harold Miller of the Miller Novelty Company, Oklahoma City, who is head spokesman in the industry's fight for legalization, confidently expects an early and favorable decision, he said recently.

FLORIDA OPS CONDUCT PROPAGANDA CAMPAIGN

Mr. A. H. Bechtol, Daytona Beach, president of the Coin Machine Operators Association of Florida, sends a copy of the striking circular used as favorable propaganda by the Associated Merchants and Operators of Volusia County. This information is "on the air, in the papers, and is mailed to qualified voters," according to word received from Mr. Bechtol.

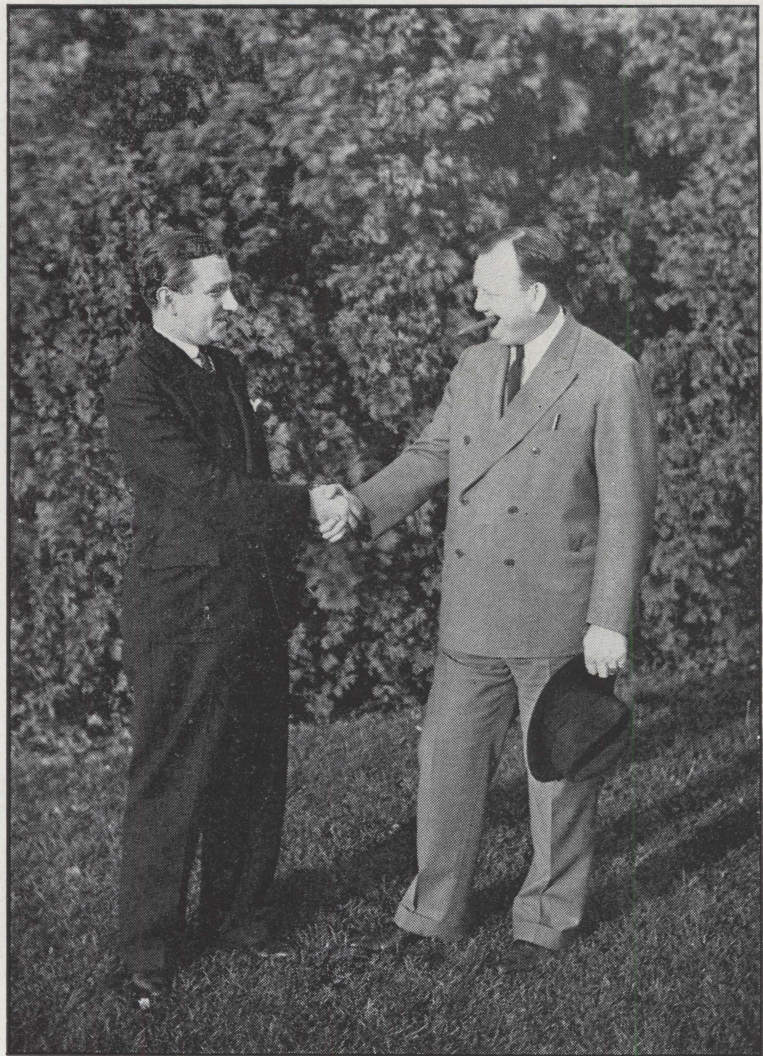
The circular is 18 inches by 24 inches and shows "The Coin Machine Dollar" and its division—50 per cent to the merchant, 20 per cent license and taxes, 20 per cent maintenance, local labor, equipment, etc., and 10 per cent to the operator. By a cleverly arranged drawing, it shows what the 50 per cent of the merchants includes, in a very graphic manner.

In the lower right hand corner, appears this wording, "Do You Remember?—When there was a possibility that teachers would not be paid in full? The coin machine tax made it possible to pay their full nine months salary with a bonus.

"When there was much discussion about a statewide sales tax? The coin machine tax made it unnecessary to do this.

"When foreclosures on property were the rule? Coin machine revenues made it the exception.

"If we revoke the licenses on coin machines and take two millions of dollars a year out of the State Treasury, how are we going to put it back? How are we going to get the money to run the schools? How are we going to get good roads to attract tourists? Machines have always oper-



FISHMAN VISITS WURLITZER FACTORY—HOMER CAPEHART, Wurlitzer Vice-President, is congratulating Joe Fishman on his entry into the distributing business along with Al Schlesinger. Capehart stated that with the friends Joe and Al have, they really should "go to town" in their venture, for they have the right kind of merchandise and real factory organizations back of them.

Type C Type G

NUT SHOP Patent No. 2,017,817 NUT HOUSE

LITTLE NUT VENDOR CO.
Lansing, Michigan

FACTORY PRICES ON LITTLE NUTS	
Type B	\$2.50
Type C	3.50
Type G	3.50
NUT HOUSE	3.00
NUT SHOP	2.50
50c extra for postage on samples	
LITTLE NUT VENDOR CO. LANSING, MICH.	

ated without a tax until last year. Keep this tax on machines! Vote for continuance of the licenses on coin machines!"

Other information of value was printed with a heading in large type, "Would You Cut the Life Line?," under which appeared the drawing.

This should prove a beneficial presentation of the problem to the public. It shows, without any doubt, that the coin machines, through taxes, certainly provide needed revenue in every community. By dint of constant repetition, the industry should be "played up" as being a substantial one and every effort made to present it in a favorable light to the general public. Other associations, no doubt, could use similar propaganda to advantage. The Florida operators are to be commended upon their foresight.

EXHIBIT INSTALLS NEW MACHINERY

An entire section of new and modern fast production machinery has recently been installed and put in operation at the big west side plant of the Exhibit Supply Company in Chicago. This new equipment reflects the increased demand for Exhibit's two deluxe one shot pay-out games, Giant Movie Bank and Trap-Lite.

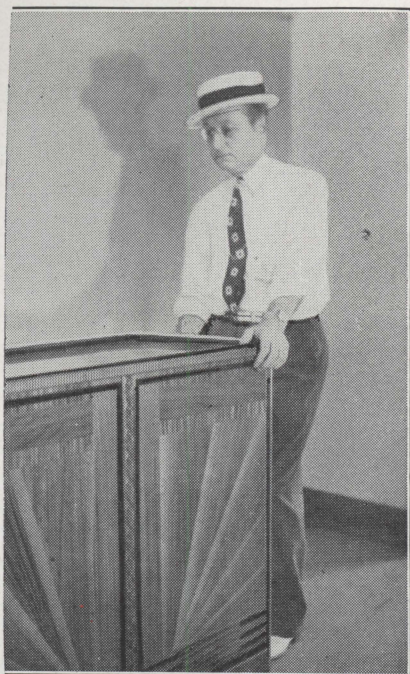
Judge: "Why are you here?"

Motorist: "Driving too slow."

Judge: "Too slow?"

Motorist: "Yes, Your Honor, the speed cops caught me."

Utah has a mile-long tunnel hewn through solid rock.



W. C. FITZGERALD OF CENTRAL Vending Company, Bloomington, Ill., snapped during recent visit to Bally Manufacturing Company plant, where he arranged additional large purchases of Bally's "Ray's Track" horse-race game.

EXHIBIT'S CHUCK-A-LETTE GETS FINAL TEST IN WISCONSIN

Operators and jobbers in Wisconsin are planning for boom days ahead, according to word received from Exhibit Supply Company officials who are now completing a thorough year and a half test of their whirlwind automatic Chuck-luck game called Chuck-A-Lette, using Wisconsin as the final testing ground.

The Wisconsin operators who have had the privilege of making final location-tests are unanimous in their broad claims as to the earning power of Chuck-A-Lette. They call it the "Money-Getting Classic of 1937." And no wonder, for Chuck-A-Lette has an \$84.00 per hour "take" capacity. Actual earnings on location with twice-a-day collection run from \$36.00 for the operator every 24 hours to as much as \$75.00 and \$100.00 per day for the operator's share. Locations are doing the greatest business on Chuck-A-Lette they have done on any machine for years.

Chuck-A-Lette is the most fascinating game ever played automatically. From one to seven players can play at a time and a game lasts only 15 seconds. Chuck-A-Lette plays a real game of Chuck-A-Luck entirely automatically, exactly as

played in the World's most famous resorts. The popular appeal of America's favorite dice game plus the thrill of spinning wheels, plus a big 3 star invisible jackpot award make it a sure winner. Production is under way on this time-tested, money-winner and deliveries will soon be ready. Chuck-A-Lette is a job of perfect engineering. First introduced at last years show, Chuck-A-Lette has been constantly under the watchful eye of Exhibit Engineers and thoroughly tested on location. Now it is perfected; and now operators who have been clamoring for Chuck-A-Lette may have it with the definite knowledge that it is "perfect" mechanically, thoroughly reliable, and that it has "lasting" "big-money" player appeal.

ROCK-OLA'S NEW GAME "TRAPSHOT"

Operators report that Rockola has again hit the bull's eye—this time with Trapshot, a new novelty game sensation.

It is said that Trapshot is really four games in one, having single, double, triple and quadruple scoring features which it is said holds and revives players' interest to an unusual degree.

It is reported to be a 5-ball novelty game, based on the balls contacting and knocking over various animals, resulting in a combination of lighting effects on a gorgeous back panel. The lighted combinations depend upon the type of bird or animal knocked over, plus the number of bulls eyes the player can score, all of which, it is claimed, makes Trapshot a very interesting and attention-holding new game.

In this particular game, a Winner can be scored with one ball, all and throughout the play, there is that last ball suspense, which means continual interest on the part of the player.

Some of the features are a positive ball lift, no scores to add, latest coin-chute, and the fact that location

owner can see a Winner at a quick glance.

The play is based on vari-colored traps, which stand up like impressive statutes, and as the ball runs down playing field, it knocks over a series of various traps, as well as the individual traps, thereby making the game distinctly interesting, very exciting, and they say it develops keen interest in the player to continue playing the game because of the thrill of "trapping" the various bulls eyes—wild ducks—rabbits—foxes—quails—squirrels—and pheasants—all of which makes the game very timely, considering the hunting season of the Winter months, and operators report the game is simply irresistible.

A little boy from the city who had been to the country, was describing to another boy friend, the big pig he had seen.

"It was in a little yard with a fence around it," he explained. "And it was afraid of the little pigs. They'd chase the big pig around the yard, and after he fell down the little pigs pounced on the big pig and ate the buttons off his vest."

Neighbor: "Did I bring your lawn mower back last month?"

Indignant Householder: "No, you did not."

Neighbor: "What'll I do? I wanted to borrow it again."

PHONOGRAPH OPERATORS

The VELVETONE is an improved 2000-play needle. It gives you better tone, longer wear, and greater record life.

L. E. TURNER

1228 Park Row Bldg.
NEW YORK, N. Y.

SPECIAL TRADE CHECKS

Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100.....	\$3.50	400.....	\$ 9.00
200.....	5.50	500.....	10.00
300.....	7.50	1000.....	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

SELF HONESTY

Kettering, of General Motors, likes to impress young men with the necessity of being honest with themselves when they are trying to solve a problem.

In his experimental work, he finds a tendency among his assistants to blame the problem when it resists solution, instead of blaming themselves.

He tells of asking a workman to drill a sample of new steel for the metallurgist. The report came back that the steel was too hard. He couldn't drill it. "Have you tried a diamond drill?" he was asked. No he hadn't tried the diamond drill and was able to drill the sample with it.

As Kettering points out the trouble was not that the steel was too hard, but that the drills that had used were too soft.

When the majority of us encounter trouble, we are disposed to blame conditions instead of ourselves. In general, however, we cannot change the factors of the problem. We must take the problem as it is, and if we can't solve it we must blame ourselves and not the problem.

It takes courage to do this, but it's an honest and sensible procedure.

He: May I have the last dance with you?

Footsore: You've had it.

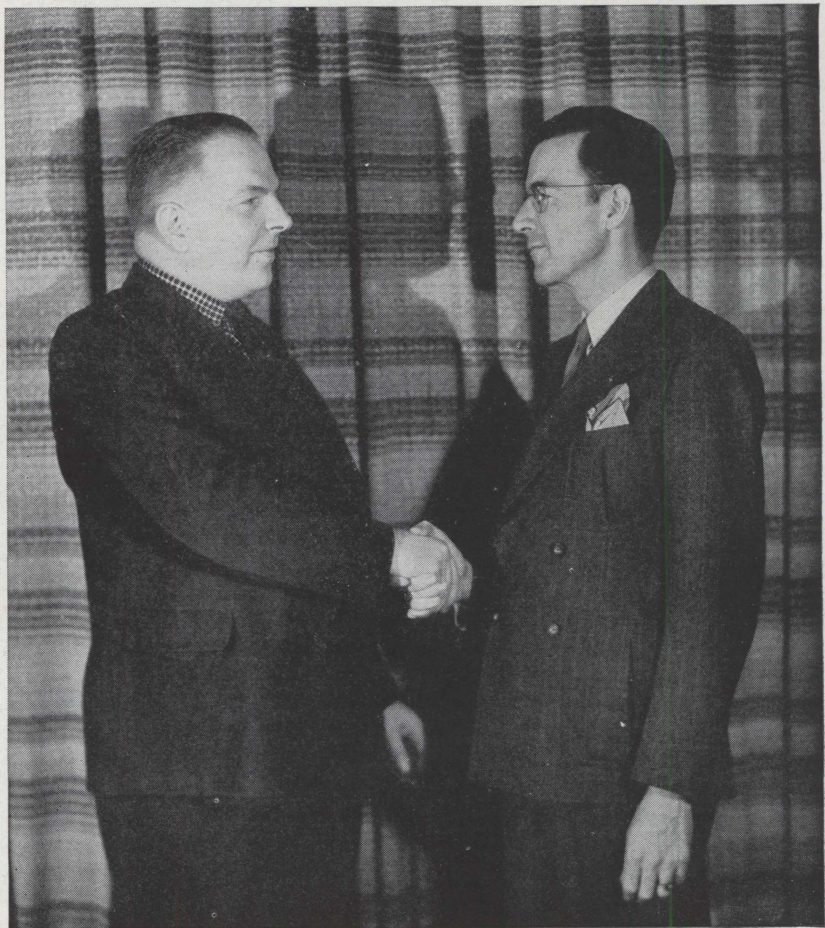
AN
ELECTROPAK
ELIMINATES Batteries
in Pin Games. SAVES
you \$60 to \$90 per year in
Battery replacement costs.
INSIST ON THE
GENUINE ELECTROPAK
Also use the
ELECTROLOK
ADAPTOPAK
FUSE ELIMINATOR

ADVANCE VENDING MACHINES

*More Than 100 Models
Send for 1936 Catalogue*

ADVANCE MACHINE CO.

4647 Ravenswood Avenue
CHICAGO, ILL.



TWO OF AMERICA'S LARGEST DISTRIBUTORS—W. P. LOOMIS and Fisher Brown. W. P. Loomis, the Rock-Ola distributor of phonographs for New England, has offices located at 20 Center street, Northampton, Mass., and 1234 Washington street, Boston, Mass. Fisher Brown, of course, is well known to everyone in the Southwest, his headquarters being 2702 Ross avenue, Dallas, Texas, and he maintains offices in practically every large city of the South. Messrs. Loomis and Brown are shown greeting each other at the big Rock-Ola plant, where the photograph was taken.

SANTONE COIN MACHINE NOW HANDLING WURLITZER LINE

Word received from Dick Warnecke of the Santone Coin Machine Company, 1524 Main Avenue, San Antonio, Texas, advises that his firm is now handling a complete line of Wurlitzer phonographs and can make immediate shipments on all models.

The Wurlitzer line is a new one for this popular concern, and they are anxious for all their customers to know that they can secure the same prompt and efficient handling of their orders for Wurlitzer phonographs as they do on the many other machines which they distribute.

"And do you know anything about religion?" queried the missionary.

"Well, we got a little taste of it when the last missionary was here," replied the cannibal chief.

AMERICAN COIN MACHINES POPULAR IN SOUTH AFRICA

San Francisco, Calif.—Coin machines of the pin-game type have become notably popular in South Africa during the past year, according to a report from Consul John Corrigan, Durban, made public by the Commerce Department.

These machines, it is pointed out, have been introduced not only into local tobacco shops, tea rooms and similar places, but have also been installed in beauty parlors.

The United States ranks as the third largest supplier of toys and indoor games to the South African market, the report shows, following the United Kingdom and Japan. During 1935, imports of items in this class amounted in value to 168,248 pounds (\$931,240), of which the United States accounted for L 31,246 (\$136,230).

A.M.A. of IOWA

By R. W. MERRIAM

On Tuesday evening, October 23rd, the A. M. A. of Iowa held their regular meeting at the Black Hawk Hotel in Davenport, Iowa. This was a gala occasion being one of the regular meetings being held outside of Des Moines so that operators in the several sections of the state could attend. Much credit is due to C. G. Scholle of the American Sales & Service Company of Davenport, one of Iowa's largest jobbers and to Max Langer of the Automatic Supply Company of Dubuque, distributor of Bally products. These two men made all arrangements for the entertainment which every one enjoyed, also saw to it that no one went away dissatisfied. We are going to keep them in mind and hope that we can enjoy their hospitality again.

About 100 were in attendance at this meeting and a large number of operators took advantage of joining the Association and number of old members reinstated.

We were very much disappointed that our President C. P. Harrison of Ft. Madison could not be present, but he was enjoying a deer hunt in the Candian Wilds. Since then we have learned that he was successful in bringing back his winter's supply of meat.

Fred Chandler of the legislative committee spoke on legislation and suggested to the operators that they should be on the offensive instead of the defensive this year.

The next regular meeting is planned for Tuesday evening November 24th at the Kirkwood Hotel in Des Moines. It is hoped that there will be a good attendance and that every operator in the state who can possibly get away will be on hand.

Much comment has been received about the new labels which members of the association are using and no doubt much good will be done for the association through their use.

"Do you know anything about this case?" the juror was asked.

"No."

"Have you read anything about it?"

"No, I can't read."

"Have you formed any opinion about the case?"

"What case?"

"Accepted."

DAVE MARION SAYS SERVICE PAYS DIVIDENDS

The Marion Company is only two years old, but it has already gained a reputation for fair dealing. Any time an operator makes a purchase from this firm and is not absolutely satisfied, they will gladly refund his money and take the machine back. They attribute to this policy the credit for the fact that they ship

to practically every state in the Union at various times.

Mr. Marion stresses the importance of service, saying, "It is only natural that prompt service is most essential." The personnel of this company includes three route men, two mechanics, a bookkeeper, and a stenographer. Mr. Marion also takes an active part, supervising the business. Three trucks and one service car are in regular operation to maintain this standard of prompt and efficient service.

PRECISION BUILT



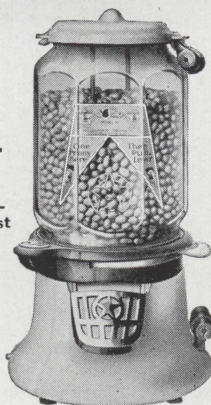
"Columbus" Vendors are MADE RIGHT to STAY RIGHT

With precision tools, craftsmen model from quality materials the sturdy "Columbus" Vending Machines—vendors that are built to last.

Modernize your route now with trouble-free "Columbus" Vendors. Rugged construction coupled with dependable easy-to-service mechanisms assures the operator that his route of "Columbus" Vendors will stay on the job earning him steady profits, day after day and at such a low upkeep cost.

MODEL "M"

The South-
west's Most
Popular
Vending
Machine



DISTRIBUTED BY

F. C. EWING COMPANY

"THE OPERATORS FRIEND"

P. O. Box 851—Phone 2-8648

1414 E. Lancaster

FORT WORTH, TEXAS

New Guest Rooms at Hotel Sherman Have Modernistic Style

Live today in the fashion of tomorrow—that's the theme of the Hotel Sherman's newly decorated modern rooms. These new guest rooms represent outstanding examples of the newest and cleverest ideas in interior decoration, and are a prediction of the modern styling that travelers may expect in hotels of the future.

Immediately on entering one of these modish rooms, the guest realizes the charming pleasantness of his surroundings. Only after study, however, does he discern how the result has been accomplished.

Rough rep hangings with dashing stripes of darker hues and bedspreads of similar materials and designs mark interesting color accents in the white-walled chambers . . . Buff occasional rugs lie in pleasant contrast to the dark richness of the carpets.

Sharp angles and gently curving surfaces all successfully combine to make beds and bedspreads, wardrobe, chairs and tables, unusual—yet all agreeable and comfortable.

Smart Venetian blinds permit the entry of just the right amount of fresh air and sun to give a pleasing light and coolness. Soft-toned, white-shaded lamps, judiciously placed on little walnut tables provide ideal illumination for the evening hours.

Interior decorators have skillfully worked with color, form and con-

trast, with light and dark, to fashion in the Hotel Sherman, Chicago, these charming living quarters—and truly, they portray "the fashion of tomorrow."

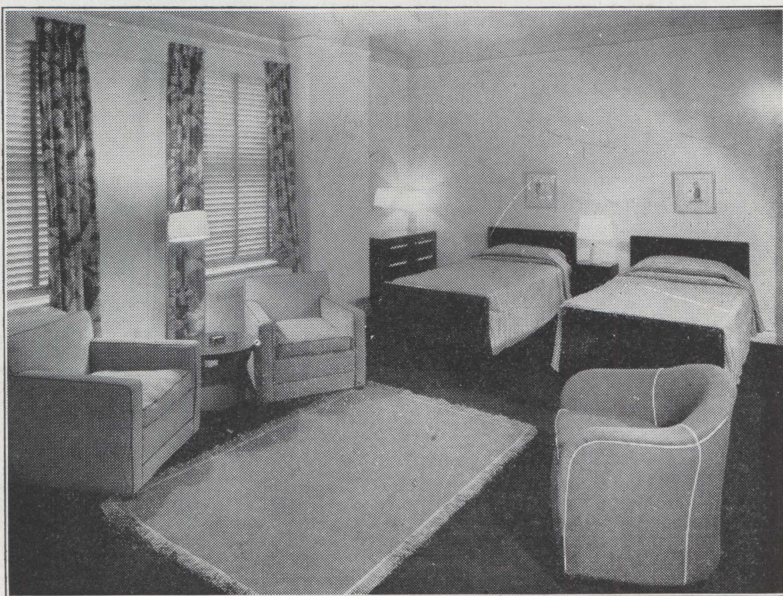
New and modern entertainment rooms for little conferences and informal dinner parties are provided in almost endless variety. They include the quaint Four Georges; the Bull Fight Room; the Airport and Dog Fight Rooms; the Police Gazette Room, and many others. The famous House on the Roof has been visited by every great celebrity in the world, and the unusual Bal Tabarin enjoys great popularity for more formal meetings and banquets.

And, of course, the public dining rooms, including the College Inn, the Celtic Cafe, and the Old Town Room—and the many convention halls—are completely air conditioned.

For companionship on an island we would prefer a man who knew nothing to a fellow who knew everything.

One of the ironical facts is that almost everybody who has any income is able to save money in hard times.

Fat women don't get mad as easily as thin women, and they don't have to be watched as closely.



One of the New Guest Rooms at the Hotel Sherman, Chicago



ROCK-OLA'S PHONOGRAPH PERSONNEL—The smiling face belongs to "Bob" Dillon, of the Rock-Ola Phonograph Department. "Bob" will be very much in evidence during the coming Show, as he will have charge of a section of the Phonograph Display. He is the illustrious son of Mr. W. C. Dillon, a member of the Automatic World's Staff.

DISCOVER YOUR POWER

There are in all of us, hidden reservoirs of power and of ability whose existence other people do not suspect. Perhaps we ourselves do not know that we have them, but we go along comfortably without using them. We don't want to be bothered to dig down and find them. We hate to make the effort. Oh, what's the use! We're having a jolly good time as it is. Being bigger, or doing something that the world calls better takes effort, even if it is only the effort of being different.

Then, perhaps just out of pique, to show that you can do what somebody says you can't, you make the effort. And the surprising result is this: you discover that the real satisfaction is not in showing somebody else that you can do a thing, but in showing yourself what you can do. —ANON.

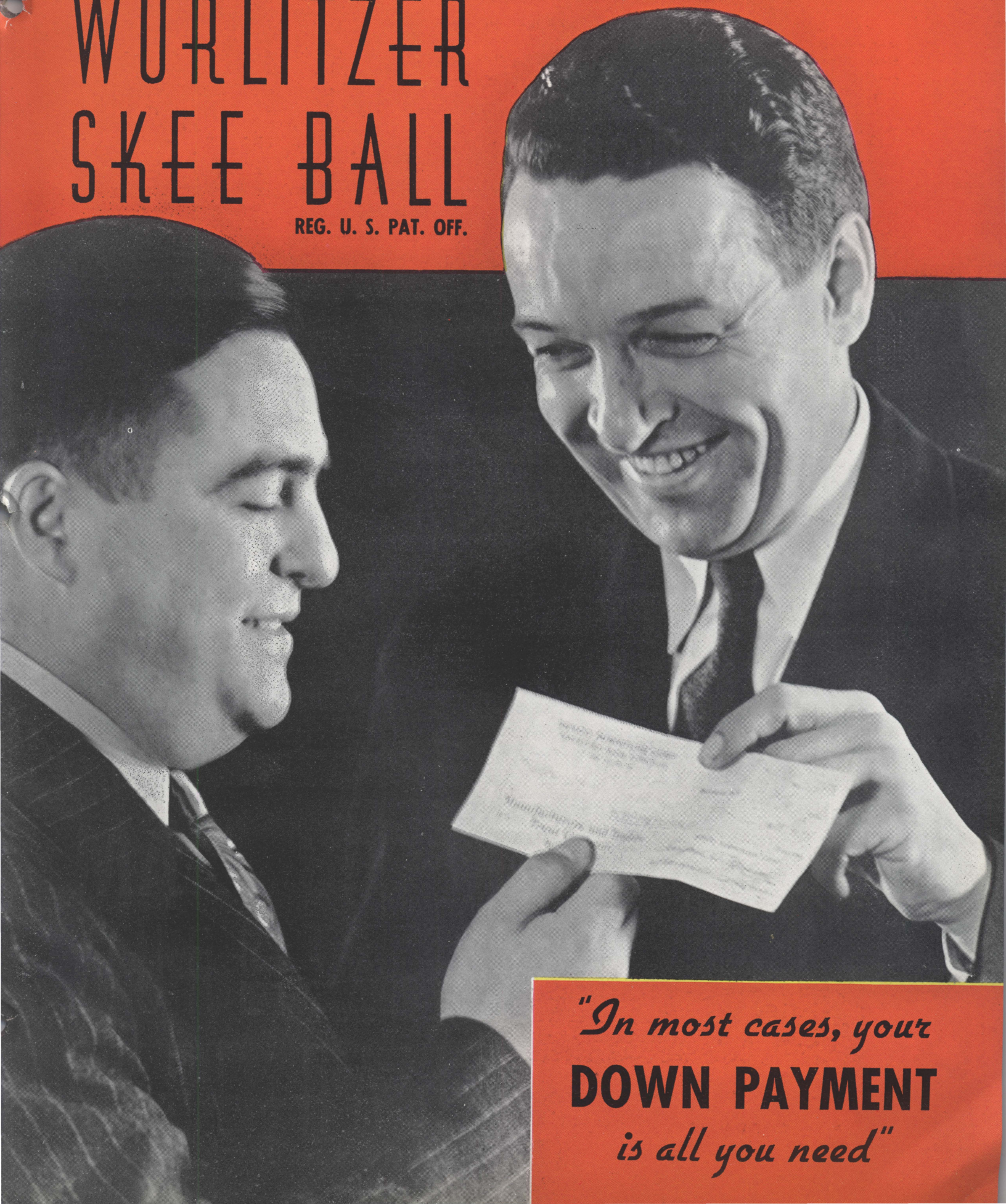
We cheer our friends these days by reciting our troubles to them.

Deep in every human breast is the instinct to do worth-while work.

The prospect of modeling a perfect world seems increasingly remote.

MAKE BIG MONEY *with the* WURLITZER SKEE BALL

REG. U. S. PAT. OFF.



"In most cases, your
DOWN PAYMENT
is all you need"

YOUR "PROFIT" SHOULD QUICKLY PAY OFF *Your Investment in* WURLITZER SKEE BALLS

REG.

U. S.

PAT.

OFF.

You can make big money on Skee Ball. Most operators are finding that their down payment is all they need — that the profits from these machines take care of them from that point on. Those who buy for cash are also finding Skee Balls one of the most profitable pieces of equipment they ever operated.

What is more, your investment in Skee Balls should be good for years to come. The game has maintained its popularity for over a quarter century in amusement parks where it has been operated all these years without coin mechanism. Today in the coin machine field it is making bigger money than ever before.

Those who pioneered the operation of Skee Balls in taverns some eighteen months ago report higher profits than when they first started, and these very same operators are ordering hundreds of additional Skee Balls for their locations.

Get into this profitable business. Thousands of locations are available — in taverns, restaurants, hotels, clubs, dance halls, roller rinks, bowling alleys, billiard and pool parlors.

Get into this profitable business that is here to stay and pays big money. Write, wire or phone for prices on Wurlitzer's Skee Ball.

...After That You



**HOW'S THAT
FOR A PROFIT?**

**SWELL...SOON WE
WILL OWN OUR
SKEE BALLS OUT-
RIGHT AND KEEP
ALL THE MONEY**

Keep All Profits!

Every WURLITZER SKEE BALL *should net you*

HUNDREDS OF DOLLARS *the* FIRST YEAR

Experienced operators estimate that the Wurlitzer Skee Ball should pay for itself in from ten weeks to three months. That would mean a return of four to five hundred per cent on your investment the first year.

Just as we predicted, the Wurlitzer Skee Ball has already assumed the leadership in this new field. This is because we took the time to get the game right before we shipped thousands of machines to operators all over the country.

We realized that Skee Ball was here to stay—that it was not a fad. So we built the most beautiful bowling-type game in America—incorporated all the tried and proven principles of play appeal—built it so mechanically perfect that it will operate month in and month out with a minimum of service calls. Here, at last, is a bowling-type game that will not eat up your profits by breaking down and being out of commission when it should be making money for you.

When you invest in bowling games, be sure your investment is safe. See that the game you buy is solidly built—big, heavy, substantial so that it will stand hard usage and abuse—that it is mechanically right. You owe this to yourself, because Skee Ball is here to stay—good for big profits year in and year out. Don't eat up your profits by buying a machine that will wear out or become obsolete.

Remember, if you are a smart operator, your Wurlitzer Skee Balls should average you hundreds of dollars profit every year, so write, wire or phone for operator's propositions. Get in on the ground floor and take the best locations.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

**GET INTO THE PROFITABLE SKEE-BALL
BUSINESS—HERE TO STAY—PAYS BIG MONEY**

Write, Wire or Phone for prices on **WURLITZER'S SKEE-BALL**



**WELL PARTNER,
THESE SKEE BALLS
ARE A GREAT
INVESTMENT**

**YES, AND SKEE
BALLS ARE LEGAL,
AND NOT JUST
A FAD EITHER!**



WURLITZER'S SKEE BALL

(REG. U. S. PAT. OFF.)

AMERICA'S NEW GAME



"Hold 'em"

Stoner's new "HOLD 'EM" is a game that needs no fancy language to captivate an operator's favor. The first time you see it, you instinctively know it has "what it takes" to make collection night a happy event.

ELECTROPAK \$54⁵⁰ EQUIPPED

HOLD 'EM is a Double-Profit game. The ONLY football game we know of that takes in two nickels instead of one. Here's a way to DOUBLE your location earnings . . . to bring those sub-standard spots into line with your best ones.

Beautiful Custom Built Cabinet Trimmed
in Chromium

Lift Out Playing Field for Easy Servicing
Simple Scoring Principle Everyone
Can Understand



STONER CORPORATION
Aurora, Illinois

Display Room on Wheels Tours America for Bally

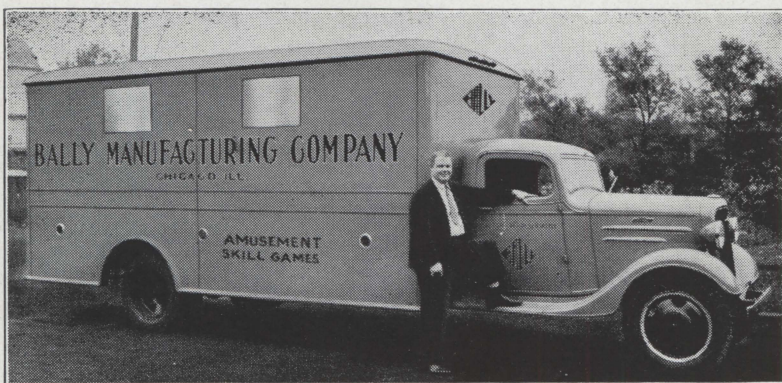
Art Garvey, smiling giant and good will ambassador for Bally Manufacturing Company, climbed aboard Bally's new "Display Room on Wheels" last week and headed south for the first leg of a nation-wide Boost Bally tour.

The traveling display room is a huge truck, custom built to Bally's

display room in any climate in which it may cruise. A battery of new type tubular lights are ranged along each side of the truck, insuring bright illumination without sacrifice of space or head-room. Current for the lights is supplied, not from the car batteries, but from a specially built A. C. Generator.

required almost a month of painstaking engineering. When Art wished to demonstrate one of Bally's electrically operated machines, he simply sets his gears in neutral, locks his hand-brake and lets the engine run. Then he turns a couple of dials and—he has "juice" exactly like that used in most locations—in other words, 110-volt, 60 cycle Alternating Current. Then it is merely a matter of plugging the games into outlets arranged around the "baseboard" of the display room.

Art Garvey, skipper of the cruising display room, has been associated with Bally only a little over a year, but in that time he has gained hundreds of friends in the industry and has helped to cement strong business friendships between various jobbers and Bally. Few of Art's many friends, however, realize what an important personage he really is. He was the outstanding football star of 1920 and 1921 at Notre Dame, where he was a "letter man" in four major sports—football, baseball, basketball and track. Previous to that he had signed with the New York Giants, but abandoned professional baseball in order to continue his col-



ART GARVEY IN THE ACT OF "BUSTING WITH PRIDE" ABOUT his new "display room on wheels," in which he will tour the country as special factory representative of Bally Manufacturing Company.

specifications, which included every possible device for the comfort, convenience and safety of jobbers and operators who will "come aboard" to inspect sample machines. Inside dimensions of the display room proper are 17 ft. by 7 ft. by 6½ ft. high, providing ample space for carrying all of Bally's current line and still permitting visitors to move about and examine the machines without crowding. Specially designed ventilators and a unique heating system will properly air condition the

This generator is, incidentally, one of the most unusual features of the Bally Display Room on Wheels. It was especially built for Bally and

LITTLE NUT TYPE C TWIN



for the price of two machines, no charge for the floor standard; will stand the weather; weight 25 lbs.; double play and double pay on every spot — the best money maker of today.

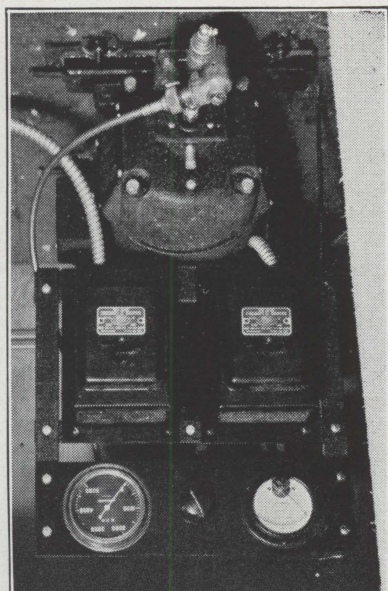
LITTLE NUT VENDOR CO.
Lansing, Mich.



JIM BUCKLEY, GENERAL SALES MANAGER OF BALLY MANUFACTURING COMPANY, bidding bon voyage to Art Garvey as the latter starts on a good-will tour among Bally's jobbers.

lege career. Later, after graduating from Notre Dame, he played professional football with both the Giants and the Bears, being captain of the latter team in 1922. His gigantic stature—he is six feet one and one half inches tall and weighs three hundred pounds — together with his jovial disposition on the grid-iron attracted the attention of movie scouts, with the result that he played comic parts in over 150 films produced by Paramount and First National.

The Display Room on Wheels will carry a sample Ray's Track; Bally Baby; the new Super-Flash Model Reliance dice game; Preakness; Bally's two brand-new 1-shots, Belmont and Snappy; and Eagle-Eye Bally's photo-electric rifle target. The first stop is Dallas, Texas; and after traveling throughout the Lone Star State, Art will return to Chicago for the Annual Coin Machine Show. Later he will continue his tour in other sections of the country. During the next two months Art expects to be host to at least 5,000 operators and jobbers.



SPECIALLY BUILT GENERATOR which supplies Bally's "display room on wheels" with A.C. current to operate games equipped with Power-Pak.

VENDING FIRM AGENT IS ROBBED AND RELEASED SOUTH OF NEWPORT

Cincinnati, Ohio—Elmer Parr, 2148 St. James Avenue, driver and collector for the Cincinnati Cigarette Vending Machine Company, was robbed of \$500, the truck he was driving, and two cases of cigarettes, after two armed men forced him into his machine at Hopkins and Baymiller

Streets, and drove him four miles south of Newport on the Licking Pike yesterday afternoon.

All the money was in nickels and dimes in money bags. The truck apparently was taken in order to carry the money away.

Pulling a revolver from his pocket one of the men ordered Parr into the truck while the other bandit climbed into the other side of the front seat. With Parr between them the men drove across Central Bridge, through Newport, and south on the Licking Pike. They made Parr stoop over out of sight of passers-by while passing through congested districts.

Four miles south of Newport they stopped, and Parr was robbed and forced from the machine. The bandits continued south on the pike. Parr hailed a passing motorist, who took him to Newport police headquarters, where he reported the robbery to Leo Livingston, Police Chief.

The man who drove the truck was of dark complexion. He wore a cameo ring, a grey hat, and dark suit. He was approximately 29 years old, 5 feet 7 inches tall, and weighed 135 pounds. He was of dark complexion with dark hair, and wore a brown hat and blue suit.

AMUSEMENT IS BUSINESS WITH DURHAM SALES

Corpus Christi, Tex.—Amusement of the public is the business of the Durham Sales Company, which distributes and owns coin-operated machines of all types. To this end those in charge are always on the alert for new developments in the amusement field, devices that will

add to their customers' enjoyment.

Coin-operated phonographs are placed in popular business and recreation spots all over this section by the Durham Sales Co. The machines are attractive, efficient and always equipped with records which have proved popular with the listeners. The latest popular songs are provided, as well as old favorites and dance music in appropriate places.

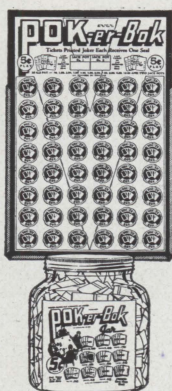
Other amusement games featured by the company always have a good following. According to L. L. Dunham, manager, the cost to the player is small in any case and may be reduced as the player develops skill through practice.

Mr. Dunham finds that Americans are a pleasure loving people and quick to take up new diversions. For this reason the amusement devices are constantly revised as their novelty and popularity wears off.

The economic advantages of coin operated amusement devices are also pointed out by Mr. Dunham. He says they have created a market for raw materials and provided jobs for many. Also, they provide additional legitimate revenue for merchants in whose establishments they are located.

YOU LOSE \$6000 PER YEAR if you operate 100 pin games and use Batteries

ELIMINATE THEM WITH ELECTROPAK



Tickets
Designed
With
**FIVE CARD
POKER
HANDS**

POK-er-Bok

"WERTS" New Poker Jar CREATION

WITH

BIG CASH PRIZES---HUGE PROFITS

This new and flashy POKER CARD deal is more fascinating than Poker itself. It is designed in six beautiful colors and is more attractive than any other on the market. There are 2 \$10 Jack Pots, one each of \$1, \$2, \$3, \$4, \$5, \$6, \$7, \$8, \$9 and \$10, and 36 50c winners on the Jack Pot Card, besides 114 Jar Winners in every deal. It's the HOTTEST 5c game ever known.

SAMPLE DEAL ONLY \$6.50

Brings in	\$102.00
Average Payout	71.72
PROFIT - - - -	\$30.28

QUICK SALES AND BIG REPEATS

Get your sample deal and special distributor or operator prices for dozen and larger quantity lots. We will give you a mighty attractive proposition. Write for all the facts.

WERTS NOVELTY CO. Inc.
Dept. A.W.-11 MUNCIE, INDIANA



True Christmas Cheer . . .
Help to Make Others Healthy



The National, State and Local Tuberculosis
Associations of the United States

CARLOAD AUTOMATIC PHONOGRAPHS HERE FOR DISTRIBUTION

Wichita Falls, Texas—A carload of Wurlitzer automatic phonographs for distribution in the Wichita Falls territory by the Lone Star Coin Machine company, 614 Eighth street, was received recently from New York. H. W. Carpenter, manager of the company, went to New York to make the purchase.

The company was organized in 1934 and has expanded from a one-man organization to a concern employing eight men and operating over the entire northwestern part of the state and southwestern Oklahoma.

Employed in handling the coin machines, besides Carpenter, are Kyle M. Drollinger, Boyd Phariss, Edd White, Frank Pemberton, Buddie Young, Billie Henderson, and Sam Heard, Jr.

F. C. EWING CO.

The Operator's Friend

Triple Cleaned No. 1 Spanish
Peanuts, Blanched Spanish
Peanuts

Blanched Virginia Peanuts
and Cashew Nuts

Fancy Grade for Vending Machines
Write for Prices

AMERICAN CHEWING PRODUCTS
¾" and ½" Ball Gum

1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

"BELMONT" IS BALLY'S NEWEST 1-SHOT GAME

Said to have been created to meet a definite demand for a game of its type, Bally Manufacturing Company's new "Belmont" is reported to be gaining great favor in all 1-shot territories.

Discussing the new game, which is a 1-shot payout with changing odds, Ray Moloney, Bally's president, pointed out that "Belmont" owes most of its appeal to its simplicity. "It is one of those games," Ray stated, "which appeals to all types of players because it is so simple and easy to play. Simply shoot a ball in any pocket on the board, and out comes the award. In other words, every pocket on the panel is a winner. There has been a strong demand recently for a good 'every-pocket-pays' pin game. In fact, a number of our distributors have given us a blanket order to ship such a game as soon as we had it ready. Belmont was built primarily for these distributors, and accordingly it was launched without any great fan-fare of publicity. However, it made such an immediate hit on location that we have swung into full production in order to take care of the flood of repeat orders now coming in. Belmont is definitely one of Bally's major 1936-37 hits.

"Belmont features the new twice-size odds changer in the light-up back-box; a big 53 in. by 24 in. cabinet; new A. B. T. No. 400 coin chute; 12-coin visibility escalator;

and a number of other mechanical refinements. Suspense is obtained by the fact that player never knows when the odds changer will set up top odds of 30-to-1 on the easiest skill-shot in the game; and also by the two mystery pockets, each of which pay from 10-to-1 up to 30-to-1. In addition to regular odds-change at start of each game, odds also change when ball goes in free play pocket."

SHE DIDN'T BELONG HERE

The manager of a hotel, in New York City, suggested that his wife pose as a stranger and ask questions of some of the help he employed. So she asked the doorman where a good meal could be obtained in the neighborhood. He politely directed her to a competing restaurant with no mention of the three in the hotel. When called to account for this by the manager (who said nothing about the inquirer being his wife), the doorman said, "But, sir, if you had seen the lady, you would agree that she simply didn't belong here."

H. N. Findley says the story is true. It was another man of the same name but different spelling who thirty years ago advertised in Cleveland, "Mr. Finley eats in his own restaurants." That's a hard one to beat.

The price of peace at home comes high, but it's better than sniping and sulking.



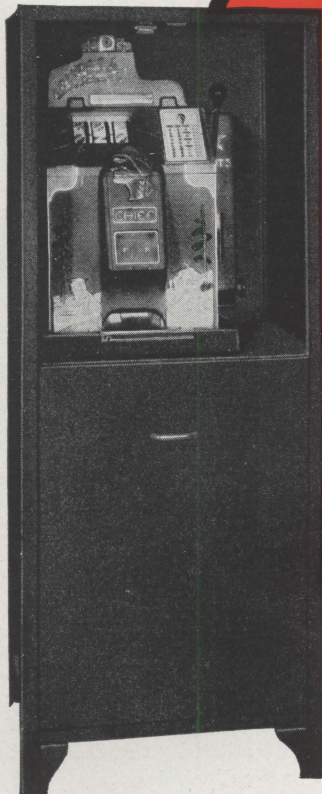
BILL GERSH, AL SCHLESINGER, KEN C. WILLIS AND JOHN A. Fitzgibbons celebrating at the opening of the spacious Fishman-Schlesinger Distributing Company's offices in New York City.

THE SWING IS TO THIS PROTECTION EQUIPMENT THAT CAN TAKE IT!

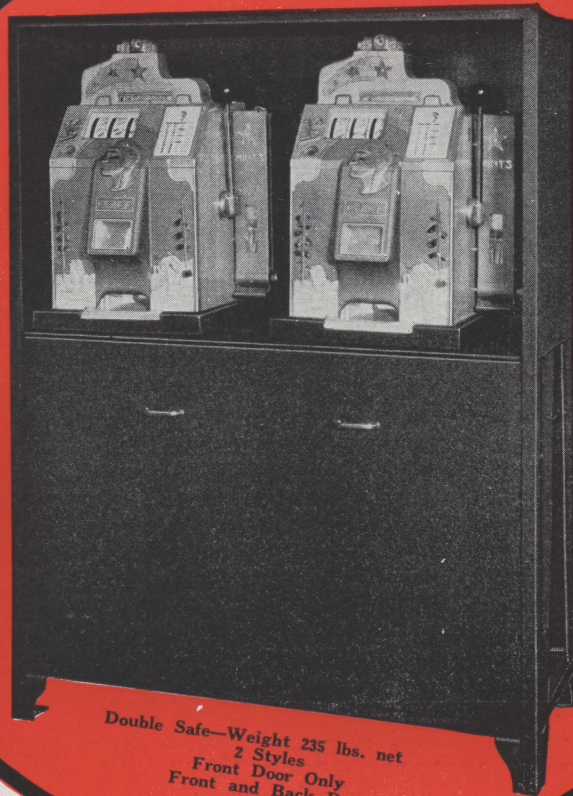
New machine safes are wider to take Side Venders—also equipped with reinforced legs.

Single Safes 20 lbs. heavier. Double Safes 30 lbs. heavier.

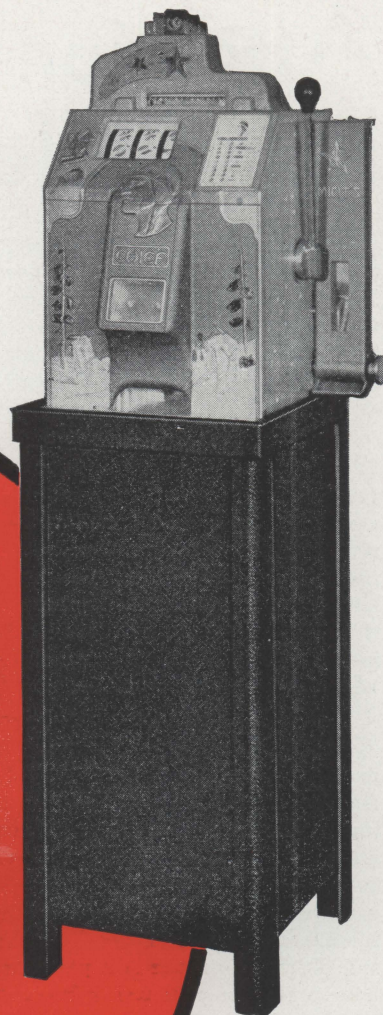
PATENTS PENDING



Single Safe—Weight 145 lbs. net
2 Styles
Front Door Only
Front and Back Door



Double Safe—Weight 235 lbs. net
2 Styles
Front Door Only
Front and Back Door



New, Improved Weighted Machine Stand with exclusive concealed locking and clamping device. Weight (not filled) 50 lbs. net.

CONVINCING ENDORSEMENTS THAT PROVES THIS

AUTOMATIC COIN MACHINE CORP., SPRINGFIELD, MASS., writes: "When one of our customers gets a sample safe he invariably orders in quantity."

DUBUQUE NOVELTY CO., DUBUQUE, IOWA, writes: "We wish to compliment you on the fine safes and stands you manufacture. For strength, workmanship and beauty they are outstanding."

SILENT SALES COMPANY, MINNEAPOLIS, MINN., writes: "Simplicity, durability, price and service is the reason why we are doing a large volume of business on your safes and stands. We have had no complaints of any bad workmanship in the hundreds shipped to us which is a tremendous help."

McCALL NOVELTY CO., ST. LOUIS, MO., writes: "Your safes have proven to be stronger, more durable and add to the attractiveness of a game. In a majority of cases a safe is built for only one type of machine—yours, any machine will fit."

OPERATORS AMUSEMENT CO., DALLAS, TEXAS, writes: "Your

DON'T BE WITHOUT THIS PROTECTION

Operators who have paid the penalty of "taking a chance" or of using cheaply constructed equipment that "looked just as good" are now buying our safes and stands that provide PROVEN PROTECTION.

safes . . . are not only very attractive but are durable and seem to be made to withstand the roughest treatment. We have had numerous compliments on them and have found ready sales with our customers when they once see the safe . . . we have never failed to make a sale after demonstrating same to the operator."

ORDER YOURS TODAY!

You may need this protection tonight—you get no warning. Play safe—get the jump on the man with the jimmy. Operators write us TODAY and we'll put you in touch with a jobber who can supply you with this equipment.

CHICAGO METAL MFG. CO.

3720 South Rockwell Street

CHICAGO, ILLINOIS

Telephone Lafayette 5754

Attention Operators! Register for Show Now!



Secretary C. S. Darling of the National Association of Coin Operated Machine Manufacturers sends the following news bulletins. Give them your careful attention so that you will know just how to register and save a lot of last-minute confusion.

Thousands of manufacturers, distributors, jobbers, and operators of vending machines, phonographs, amusement devices, and coin-operated machines of all types will tax the hotel capacity of Chicago for the Ninth Annual Coin Machine Exhibition to be held at the Hotel Sherman, January 11, 12, 13 and 14, 1937.

The continued phenomenal growth of this industry has been again demonstrated by the unprecedented demand for exhibit space at the coming show. Two months in advance all exhibit space originally provided for has been sold out, and the Show management has just announced an increased allotment of available space that will make this year's Show nearly fifty per cent larger than in any previous year.

At the 1936 Exhibit, held last January, the registration exceeded nine thousand, representing 47 of the 48 states and 15 foreign countries.

The following changes in plans

for the 1937 Coin Machine Exhibit have been made:

Additional exhibit space will be provided in the Grand Ballroom, in addition to that already provided in the Exhibition Hall and on the Mezzanine.

Hours of exhibition will be as follows: Monday—January 11—No change. Tuesday—January 12—No change. Wednesday—January 13—12:00 noon to 10:00 p. m. Thursday—January 14—10:00 a. m. to 3:00 p. m.

Banquet will be held at 7:00 p. m. in the Grand Ballroom and first floor of the Hotel Sherman.

Exhibits may be removed after 3:00 p. m. on Thursday, January 14. Exhibits in the Grand Ballroom must be packed and ready to move out by 3:30 p. m. on Thursday, or they will be moved to the Exhibition Hall for packing.

Coin Machine Shows of the past few years have been overcrowded, largely because of the free admission of the general public. This year admission will be restricted by an admission fee, charged to all persons who register at the time of the show. However, operators, jobbers and distributors may register in ad-

vance, by mail, without payment of this admission charge.

If you plan to attend this year's Show, fill out completely the card below and mail it with a business card, letter-head or other evidence of being in the Coin Machine Industry to Nacomm, 120 LaSalle Street, Chicago, Illinois.

An admission card will be sent out which you should present at the Registration Desk when you arrive on January 10, 11, 12, 13, or 14, to receive your season badge. All advance registration cards should be mailed at once. Only those which are received not later than January 2, 1937, will be honored.

STATE TAX ON MARBLE BOARDS EASES FEELINGS

San Antonio, Tex.—Operators of marble boards in San Antonio had even more reason to feel safe from molestation by minions of the law today as a result of the action of the state legislature levying a tax on such devices, and a statement from Dist. Atty. Shook indicating he is not ready to prosecute.

The act passed by the legislature, and which has been signed by Governor Allred, provides a \$30 tax for marble boards when they have not been held illegal. Commenting on the influence this law would have on prosecutions, Dist. Atty. Shook said that when a marble board case came before a jury, the prosecution would be confronted by the fact that the state had collected a large tax on the machine, and that a jury would be hesitant to convict under such circumstances.

Shook also expressed the desire to wait for a state supreme court ruling on the legality of the marble boards before taking any action. Apparently, no such case is now before that court. The district attorney said a case testing the boards' legality now was before a district court at Houston, and that the court of civil appeals at Waco had "scathingly denounced" the devices.

We're safe from chaos as long as everybody expects it.

(Detach and Mail this Card to NACOMM, 120 South LaSalle Street, Chicago)

ADVANCE REGISTRATION CARD

1937 Coin Machine Convention

Hotel Sherman—Chicago—Jan. 11-14, 1937

NAME

Company

Address

City and State

(PLEASE TYPE OR PRINT PLAINLY)

I am a Distributor Jobber Operator of:
..... Merchandise, Music, Amusement Machines
(Specify other types)

No. machines operated I enclose letterhead, business card,
..... certificate from operators' association.

Name at least one manufacturer whose equipment you have purchased during the past
year

Date: Signed:

AUTOMATIC WORLD

SUPREME SPECIALTY COMPANY EXPANDS



JOSEPH BERKOWITZ

The Supreme Specialty Company, Kansas City, Mo., headed by Joseph Berkowitz, recently leased the two-story building at 2460-62 Grand Avenue for quarters which are five times the space formerly occupied in the Davidson Building. The building contains about 7,500 square feet of floor space.

This concern is a wholesale distributor in the Southwest territory for premium merchandise. Their slogan is "Originators of Business Stimulators." Credit is due Mr. Berkowitz, who started with one salesman eleven months ago and now has fifteen salesmen covering the territory.

Mr. S. L. Herman, office manager, well known in the premium field, is still on the job taking care of this business. Mr. O. L. Roberts, sales manager, is an outstanding man in this field. Mr. Jack Daly, warehouse manager, is also doing an excellent job.

With this splendid personnel and their friendly spirit of cooperation with their customers, this company will continue to expand.

CHERETON VISITS CHICAGO OFFICE

Mr. A. B. Chereton, president of the Electrical Products Company of Detroit, recently visited his Chicago Branch Office under the management of Harold E. Johnson.

Mr. Chereton held conferences with quite a few of the leading manufacturers in this territory with the

purpose of effecting a closer cooperation between his company and the industry.

The Electrical Products Company are the makers of the famous and widely used Electropak, Adaptopak and Electrolok. One of their recent productions, the Epco Fuse Eliminator is being accepted as one of the greatest advances in that type of device. These products are used in the large majority of machines in the entire coin machine world.

MILLS TO PAY WORKERS' TAX UNDER SECURITY ACT

Chicago, Nov. 5.—President Roosevelt's re-election and the prospect of improved business conditions in the next four years prompted the Mills Novelty Company to inform its 2,600 employees today that it would pay their share of the Federal tax under the Social Security Act, beginning Jan. 1.

The Mills concern manufactures coin-operated vending machines and ice cream freezers. There are three factories in Chicago and forty branches throughout the country. The company is owned by three brothers, Fred L. Mills, president, and Herbert and Hayden Mills.

"Our decision to relieve the workers of their share of the Federal tax levy under the Social Security Act was reached as a result of the overwhelming approval given the Roosevelt policies by the American electorate," Fred L. Mills said. "We

foresee good business and increased prosperity for the country in the next four years and feel that we could easily assume both the employers' and the workers' tax under the Social Security Act."

INJUNCTION BRINGS MARBLE MACHINES BACK IN MILAM CO.

Rockdale, Tex.—Marble machines, after a week's absence in Milam county began to reappear on location last Saturday night after an injunction had been issued restraining District Attorney E. B. Camp and Sheriff Max Kennedy from molesting the machines.

The injunction, according to Camp was issued by Judge John H. Kirov of the 77th district court at Groesbeck.

Machines in Milam county first began to make their appearance in Cameron Saturday night, and by Tuesday various business concerns in Rockdale had received theirs.

DO YOU REALIZE Batteries
in a Pin Game cost you from
\$60 to \$90 per year!
ELIMINATE THEM WITH
ELECTROPAK

Its POWERFUL APPEAL

Assures BIG PROFITS



The rapidly growing popularity of the TID-BIT SHOP among alert operators and distributors is truly amazing. Its compelling attractiveness and outstanding features are creating overwhelming interest and enthusiasm everywhere.

It conclusively proves this CARTRIDGE-LOADING Venitor is the most practical, efficient and profitable bulk merchandising sales cabinet offered today. For greater, steadier returns.

Write for Circular Today.

VENITOR
CORPORATION
Manufacturers

Title & Trust Bldg., Detroit

EVERYONE *wants it...*

BIG ODDS
always
IN SIGHT

50-1 DAILY DOUBLE

Only **RAY'S TRACK** *has it!*



BOOTHS
19-20-47-48
1937 COIN MACHINE
SHOW AT CHICAGO
JAN. 11, 12, 13, 14

YOU want to make more money! Then give the public a crack at **BIG WINNERS!** Bally's **RAY'S TRACK** . . . with its **BIG WINNERS** always in sight . . . and its **EXTRA BIG SURPRISE AWARD** . . . is unquestionably the hottest profit-maker on locations from coast to coast!

Players demand an opportunity to get **BIG WINNERS** . . . and **RAY'S TRACK** gives it to them! Players want suspense, excitement, thrills. **RAY'S TRACK** gives it to them . . . with a neck-and-neck race and breathtaking photo-finish! Players want a game that's easy to understand, easy to play. **RAY'S TRACK** gives it to them!

Point by point, **RAY'S TRACK** is **THE** tops in thrill-appeal for players . . . earning-power for operators . . . and its smooth quiet operation; simple, all-electric mechanism; and rich, eye-catching beauty makes it the **LANDSLIDE CHOICE** of location owners everywhere!

Open a new GOLD MINE for yourself! Get the facts and figures on RAY'S TRACK . . . by wire . . . today! Your jobber can make immediate delivery!



BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc.

EASTERN DISTRIBUTOR

453 W. 47TH ST. NEW YORK, N. Y.

BREAKING EARNING RECORDS!



By breaking earning records everywhere Ray-o-lite has proven itself the most popular coin-operated Amusement Device of the year!

J. P. SEEBURG
CORPORATION

THE

SPORT



they all

... MEN, WOMEN AND



OPERATES
ANY PLACE

THE RAY-O-LITE rifle shoots a ray of light at a photo-electric cell in a moving duck target that travels across an illuminated scene. A direct hit knocks the duck over . . . Score registers . . .

No smoke . . . 100%

safety. • Ray-O-Lite rifle range has definitely proven itself a record breaking money-maker and reliable in operation through two years of tests and operation. Mechanically Ray-O-Lite is so perfected that it adapts itself to practically all types of light and locations. In some stores it is operating with great success where space permits shooting a distance of only ten feet. The range may extend

When coin is deposited ducks in target cabinet start to move. As marksman pulls trigger on gun a click is made and a beam of light shoots to target. Only a direct hit will drop duck—a real test of marksmanship that keeps them shooting and coming back again and again.

10 shots for 1 coin

Experience has shown that people come back to shoot week after week. Ray-O-Lite is enjoyed by one and all—the shooting expert or novice as well.

love!

CHILDREN

from this up to fifty feet. • Ray-O-Lite stands preeminent today in its ability to attract people and make money for the operator. It affords amusement not only for those who are shooting it, but for a surrounding audience. Experience has proven that people come back to shoot month after month. Ray-O-Lite is the sport of universal appeal for men, women and children. Its handsome appearance and the general amusement that it affords makes Ray-O-Lite a great asset wherever it is located. Note the statements on back page about operating success in a great variety of locations.



SIZE
Depth
17"
Width
45½"
Height
63"

RAY-O-LITE
IS PATENTED!

**PROTECTED BY PATENTS NOS. 2,007,082—2,007,083 AND OTHER PATENTS PENDING
ALL INFRINGEMENTS WILL BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW**

This device is the original shooting game operating on the patented principle of shooting a ray of light to a photo-electric cell in a moving target. J. P. Seeburg Corporation have sole rights to manufacture under these patents.

**OPERATORS SHOULD KNOW FOR THEIR PROTECTION
That No Licenses to Manufacture Have Been Granted to Others**

J. P. SEEBURG CORPORATION
1510 DAYTON STREET • CHICAGO, ILLINOIS

READ WHAT THESE OPERATORS SAY ABOUT RAY-O-LITE

Ray-O-Lite is taking in \$60.00 in three days. That is an average on three machines.
(Signed) Lee Eggers
Cincinnati, Ohio

I recently purchased two Ray-O-Lites from you. They arrived in perfect condition. I am using them in a carnival this summer. In eight nights we have had 6,000 plays on them, at a nickel a play.
(Signed) Bud Cross
Silverton, Ore.

You may be interested in knowing that we now have twenty-five Ray-O-Lites in operation. We have placed them somewhat at random, trying out various types of business locations to determine the best results. It is interesting to note how some of the less pretentious places enjoy a gross take equal or better than the larger ones; for example, one of our locations here in Los Angeles known as Barney's Beanery, a very popular place, yet so small that you have hardly room to change your mind. This place is grossing over \$300.00 for the past thirty days. We have machines in department stores, hotels, night clubs and bar rooms with a variety of success, grossing around \$200.00 per month average on all of our Ray-O-Lites.

(Signed) W. P. Falkenberg
Los Angeles, Calif.

I have had several successful businesses, but my Ray-O-Lite operation surpasses anything I have ever done by a wide margin. Money is coming in so fast that it is hard to believe. Have a drug store location, for instance, where Ray-O-Lite is cramped in a corner with not more than twelve feet to shoot. In sixty days this location brought in \$305.00. Please, please rush delivery on my order of last week for ten Ray-O-Lites. Have not been able as yet to determine how many machines this territory will absorb. However, I am planning on at least 100 more in the next six months.

(Signed) William Schaaf
Mapes Novelty Co.
New York, N. Y.

It is, indeed, a real pleasure for me to inform you that the Ray-O-Lite machine which you recently installed here at Hotel Sherman has proven to be exceedingly successful. In fact the returns in this short period have already exceeded by far our first anticipations.
(Signed) Frank W. Bering
Hotel Sherman
Chicago, Ill.

As you know, Phoebus Corporation now has in operation more than one hundred of the Ray-O-Lite Rifle Ranges, the experience with them now extending over a period of about eighteen months. The gross revenues have been very satisfactory, in some cases amounting to as much as \$20.00 a day, or even more. The machine continues to attract the public, some having been in the same location for many months. One of the most interesting facts discovered in the operation of the machines is that it is successful in a very great variety of places, ranging from hotels and high-grade cafes down to the cheaper taverns.

(Signed) Kenneth D. Clark
Pres., Phoebus Corp.
120 S. LaSalle St.
Chicago, Ill.

We located one Ray-O-Lite Rifle Range No. 1223 in lobby of New Hotel Tulsa, Tulsa, Oklahoma, during the Petroleum Exposition held in Tulsa, Oklahoma, from May 16th to May 23rd, 1936. During this period of one week this machine took in \$287.35. Then since the exposition has closed, the machine has taken in up to June 15th, 1936, \$219.00, making a total take in for the one machine for one month of \$506.35.

We located one Ray-O-Lite Rifle Range No. 1282 in "The Evans" located at 615 South Main Street, Tulsa, Oklahoma. This place has a Tavern and Lunch and is quite a popular place. The machine was located on June 5th, 1936, and the take in from this machine up to and including June 15, 1936, was \$147.00.

(Signed) D. N. Barnett
H. & F. Operating Co.
Tulsa, Okla.

WRITE, WIRE OR
TELEPHONE
Immediate Delivery!

J. P. SEEBURG CORPORATION

1510 DAYTON STREET

CHICAGO, ILLINOIS • Telephone: DIVersey 7700

▶ THE SEEBURG FRANCHISE IS MORE VALUABLE!

ELECTRO BALL COMPANY, Inc.

SOUTHERN SEEBURG REPRESENTATIVE

Main Office: 1200 Camp St.

DALLAS, TEXAS

OKLAHOMA CITY

WACO

SAN ANTONIO

NEW ORLEANS

WICHITA FALLS

FORT WORTH

MEMPHIS

HOUSTON

ELECTRICAL PRODUCTS CO. HAS PERMIT TO SELL IN CANADA

The famous Electropak, used throughout the entire automatic industry, manufactured by the Electrical Products Company, Detroit, has been recently approved by the Hydro Electric Power Commission of Ontario. This approval permits the sale of this product in Canada.

The honor conferred upon the Electropak can be fully evaluated by this single point, that up to the present time it is the only power unit that has been given the right for Canadian sales. The restrictions and high standards demanded by the commission are exceptional. The Electropak conforms with their requirements and has been granted approval number LA5076. The Hydro Electric Power Commission of Ontario exercises practically sole control of all electrical devices sold in this territory.

Electropak has proven itself not only an efficient advancement, but an extremely economical factor in location operation. This unit, used with ordinary electrical current, eliminates the necessity of dry-cell batteries. As standard equipment with 92 per cent of the all automatic amusement manufacturers, this unit has on each location saved 10 times the cost of ordinary batteries per year.

Once the Electropak has been installed, it is entirely independent of replacements or repairs, assuring service for more than the full life of the amusement machine itself. The Epco firm is also responsible for the Adaptopak. This power unit, naturally manufactured under the highest standards of production, serves the same purpose as the Electropak, except that it can be used with alternating or direct current.

Another nationally known item, made by the Electrical Products Company, is the Epco Fuse Eliminator. This device saves from \$7.50 to \$15.00 per year for each electrically operated machine. Replacing the ordinary glass fuses that "blow," the Epco Fuse Eliminator offers an unlimited period of fuse service. Easily installed, this eliminator assures perfect fuse protection. After a short or overloaded circuit occurs, it can be immediately reset for further use without expense of replacement or the inconvenience of removing parts. It is an absolute prevention against lost operating time, resulting from this type of breakdown.

The Electrolok, a device which

prevents mishandling of the machine when the plug is disconnected from the socket, is another member of the famous Epco line. It is a flawless preventative against cheating when the machine is not under operating power.

Leading manufacturers, distributors and operators have many times expressed their appreciation of the invaluable benefits rendered to the entire automatic field by the dependable Epco products.

ATLAS NOVELTY CORP. CHICAGO, ILL.

Art O'Melia, sales head of the Pittsburgh division of the Atlas Novelty Corporation, has recently turned in one of the most satisfactory sales records in the history of that company, according to the statements of the Ginsburg Brothers, executive chiefs of this organization.

The Atlas Novelty Company, manufacturers representative, is represented by Mr. O'Melia in the states of Pennsylvania, Massachusetts, West Virginia, New York and various sections of Ohio.

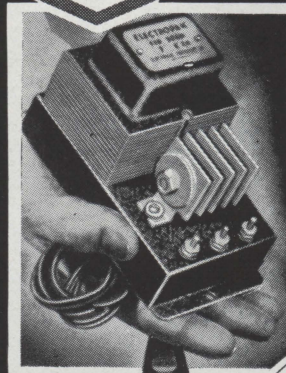
Mr. O'Melia's report to the home office commented upon the astounding success of Stoner's Turf Champs in that territory. A new game "Hold 'Em" now in production is considered to have great possibilities.

Art is well-known in his territories, and his thorough knowledge of operating problems has been a valuable asset in creating goodwill and confidence for the Atlas Company in the eastern section.



"BUSMAN'S HOLIDAY WOULD be an apt title for this picture of Bill Marmer (Sicking of Cincinnati) playing Ray's Track during recent visit to Bally Manufacturing Company's plant. Bill "eats and sleeps" Ray's Track back home, where he is selling the machine by carloads, according to reliable reports.

USE



ELECTROPAK

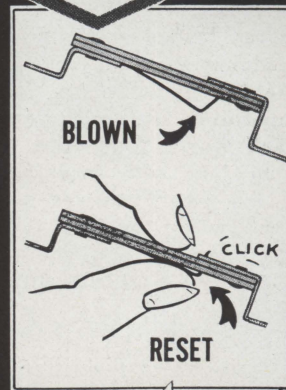
to ELIMINATE
BATTERY
TROUBLE

SAVE

\$60 to \$90 a game
per year. Do
away with
Batteries

INSIST ON THE
GENUINE ELECTROPAK

USE



EPCO Fuse ELIMINATOR

to ELIMINATE
FUSE
TROUBLE

SAVE

\$8.50 to \$15 a game
per year. Do
away with
fuses

Also use the ELECTROLOK * ADAPTOK

ELECTRICAL PRODUCTS CO.

6527 RUSSELL ST. DETROIT

NEW YORK OFFICE: 152 W. 42nd ST.
CHICAGO OFFICE: 628 W. JACKSON BLVD.

Pacific Coast News

CONDUCTED BY
ARTHUR L. DAHL

Closing A Banner Season

When old 1936 bows out, and cherubic 1937 is ushered in the distributors and operators of automatic goods on the Pacific Coast will look back upon one of the best years in their history, and will anticipate even a better one for the New Year. This is evidenced by the expansion and improvements planned throughout the Pacific Coast states, and the many new machines being perfected for introduction next season.

San Francisco is having a breathing spell between its gigantic celebration on November 12th to 14th over the opening of the San Francisco-Oakland bridge, costing \$77,000,000, and uniting the two big cities on the Golden Gate by bands of steel, and preparations for the Christmas holidays.

During the bridge celebration all of the headquarters on Golden Gate Avenue kept open house for the influx of operators from all over the West. Jack Moore flew down from Portland to join with genial John Ruggiero, his San Francisco manager, in welcoming visitors to the Moore headquarters, and the same was true of other establishments.

Death Strikes Two Operators

In the last issue of the Automatic World appeared a photograph of the enlarged Irving Bromberg store, San Francisco, with a number of prominent operators standing in front. Since then two of those men have been called to the Great Beyond, one, Bert Stimson, dying from a heart attack, and the other, Walter (Wally) K. Moore, chief mechanic for Bromberg, was instantly killed on October 21st when his automobile was struck by a truck while driving to Oakland from Fairfield. Otto Kuerzel, of Oakland, riding with Moore, was only slightly hurt, as was the truck driver.

J. P. Seeburg and Ed Johnson Pay Flying Visit to S. F.

J. P. Seeburg and Ed Johnson, of the J. P. Seeburg Corporation, Chicago, were recent visitors in San Francisco, and expressed gratifica-

tion at the splendid distribution of Symphonolas by the Jack Moore organization.

Viking Specialty Company Adds New Line

The Viking Specialty Company, San Francisco, has recently taken on the Digger merchandise line and reports a splendid business.

Bradford Moves to San Francisco

W. A. Bradford, one of the oldest operators and distributors in the business, who formerly had his headquarters at 150 Alma Street, San Jose, has opened up a large store at 536 Golden Gate Avenue, San Francisco, where he will operate under the name of Bradford Novelty Machine Co.

E. T. Mape Company Sells Rotary Machines

E. T. Mape Company has disposed of its first shipment of Rotary Merchandisers, made by Exhibit Supply Co. of Chicago, and reports a strong demand for these machines. It has also taken the 5th carload of Skee Ball this season, and hopes the shipping and warehouse strikes will not interfere with future deliveries.

More News from Moore

Wedding bells pealed for John A. Ruggiero, manager of the Jack Moore branch in San Francisco, when he led pretty Bernice Cirimele to the altar on November 15th. John is one of the liveliest and most popular men on Golden Gate Avenue, and they all wish him future happiness, and all the little things that go with it.

With a string of branches from Seattle to Los Angeles, Jack Moore, with headquarters in Portland, has solved the problem of constant personal contact by installing teletype machines and Postal printers in each of his stores. The first thing each morning he has a sales meeting with all his branch managers, and his pep talks and instructions are carried by wire to all his men. The new equipment also permits orders to be filled instantly from any territory served by the branch offices, and a shortage in one place can be made up from stock in another. Incidentally John Ruggiero reports the sale of Rotary machines greater than production,

and a back log has been built up in the Coast territory.

With the advent of nippy weather, the Jack Moore office in San Francisco is a pretty popular place, with its open fire of logs sending out a warm glow, and if additional warmth is required Moore hospitality is extended further.

G. H. Leathurby First Golden Gate Distributor

Although not borne out by his youthful appearance, G. H. Leathurby, was the first distributor of mechanical musical machines on Golden Gate Avenue, San Francisco, having been in his present location, 183 Golden Gate, for almost 20 years. The original pipe organ installed in his store is still there, and he served many of the theatres before the advent of the talking pictures. Today, Mr. Leathurby sells organs, pianos, and phonographs, and he is adding new Seeburg and other lines to his stock.

Hollywood Happenings

W. E. Simmons, Sales Manager, of The Rudolph Wurlitzer Co. of California, with headquarters at Hollywood, reports record breaking sales in California on Wurlitzer Skee Ball, having disposed of several carloads during the month. Reports from operators show excellent returns. The greatest number of Skee Ball games on one location is that of Collins Bros. "Chutes at the Beach" San Francisco with a battery of ten. Schneider of Los Angeles runs second with six in one spot.

Wurlitzer Simplex record meters, which shows exactly how many times a record plays during the week, enables the operator to ascertain just what records are money makers, and he can thus give the public what is demanded.

A. D. Osborn, veteran music operator who, for many years, has been known as one of the largest operators of music in California, has been confined to his bed in St. Vincent's Hospital, Los Angeles, for
(Continued on Page 62)

SPEED KING

Breaks Records for F-A-S-T Profits

Here comes Gottlieb again, miles ahead, heading for a record run with SPEED KING! Climb aboard this new, clever payout! Watch the seven famous streamline trains lined up ready to pull out. If your train pulls into the Terminal, payout is 40-1. If stopped en route other odds are 2-1 to 20-1. SPEED KING has all the outstanding Gottlieb super features—steam up ready to go. It's your opportunity to clean up a car-load of coin. Rush your order immediately.

SPEED KING SUPER FEATURES

★ Hammond Electric Clock ★ Mystery Single Coin Slot
★ In-A-Drawer Mechanism ★ Adjustable Awards
★ Gottlieb Illuminated Escalator ★ Motor Driven Payout Unit



Clock Equipped
Cabinet 55" x 26"

\$149⁵⁰

Mystery Single or Multiple Coin Slot Optional
Ticket Game, \$10.00 Extra
Check Separator, No Charge
D.C. Adaptopak, \$5 Extra
Electropak Equipped
Equipped with new A.B.T.
No. 400 Slot



Same Low
Price

\$125

D.C. Adaptopak,
\$5.00 Extra
Check Separator, No
Charge
2-Ball Play, \$2.50 extra
Ticket Game, \$10
Extra
Electropak Equipped
(Batteries Optional)

1937 DAILY RACES

with SENSATIONAL NEW FEATURES

Popular demand insisted that we keep Daily Races in production. In answer we offer the new, improved 1937 model. Daily Races now gives you the thrills of the turf combined with the latest improvements of the industry. All the proven features of Daily Races made more play compelling with the addition of the A. B. T. Illuminated Escalator . . . New Smooth Action Plunger and Ball Lift . . . Newly Designed Cabinet. The greatest horse race game made greater . . . at no increase in price. Orders yours quick!

IMMEDIATE DELIVERY

D. GOTTLIB & CO.

2736-42 NORTH PAULINA STREET, CHICAGO, ILLINOIS

PACIFIC COAST NEWS
(Continued from Page 60)

many weeks. He is now feeling better, and expects to be out collecting dimes and quarters again in a short time.

H. E. Saviers & Son, Inc., Reno, who have handled Wurlitzer Simplex for some time, have added Skee Ball (Reg. U. S. Pat. Of.) to their operations, and report excellent returns in that State. Saviers & Son are large operators of Phonographs and have been in business since 1928. They cover the entire state of Nevada and recently gave W. E. Simmons, Sales Manager for Rudolph Wurlitzer Company of California, an order for 100 Simplex Phonographs.

B. O. Teasdale, formerly of the O. K. Music Company, Los Angeles, has gone "Wurlitzer Skee Ball." Teasdale is really going to town with the new game, and reports excellent intake. "She eats six nickels in five minutes," is the way Teasdale puts it.

Homer E. Capehart, vice president, Rudolph Wurlitzer Co., has been spending week ends on his father's farm in Indiana, riding the saddle pony he purchased from E. T. Mape, Stockton, California. Homer dared to ride the pony Buffalo, and his many friends are predicting there will be a new home

for the pony at the Capehart stable near the latter city.

The Phono-Matic Company, Inc. of Los Angeles, are operating over 400 Wurlitzer Simplex in the City of the Angeles. It's goal is to own and operate 10,000 instruments in California, and with a capital of one million dollars, and a well trained Service and Collection crew, it may not be long until that goal is reached.

Northwest News

Western Distributors, Inc. Seattle, has opened a branch at No. 2 Bernard Street, Spokane, to better serve its clientele in that territory. Other offices are maintained in Seattle and Portland.

Operators from Eastern Washington, Eastern Oregon and Idaho, and Montana attended a regional meeting of Wurlitzer Simplex, at the Davenport hotel, Spokane, on October 23rd and 24th, under the direction of Fred Fields, Factory Representative for Wurlitzer, at Seattle. While some 40 operators were in and out during the two-day meetings, the following large operators spent the entire time at the Davenport Hotel:

Fred and Ed Lavell, of Spokane; Helmer and Art Bangs, of Bangs Bros., Spokane; Ed Perry, of Interstate Novelty Company; Earl Emery, of Diamond Music Co; C. F. Welcome, of Superior, Montana. W. R.

Olney, of Missoula. W. M. (Billy) Woods, of Automatic Music House, Boise, Ida.; G. M. Epling, of Epling Novelty Co. of La Grande, Ore; C. F. Knowlton, of Walla Walla, Wash; C. F. Kelson, of Bonners Ferry, Ida.; J. E. Jensen, of Golden West Novelty House, Boise, Ida. A large attendance was had at the Friday night dinner at the Davenport.

The Oregon Coin Machine operators held a get-together meeting at the Multnomah Hotel, Portland, on November 8th and 9th. The grand prize for the two days meeting, donated through Fred Fields, of Seattle, was a Wurlitzer Simplex, and competition was keen for this valuable prize.

E. M. Bush, of Marshfield, Oregon, prominent pin game and music machine operator in Western Oregon, is the proud father of triplets, two girls and a boy, born on October 30th. Earl was sure king for a day, and he felt like he had won the jackpot when his babes arrived. Jean weighed 2 pounds, 12 oz. at birth, Jo Anne, 5 pounds, 2 ounces, and John 4 pounds, 14 ounces, and all are doing well.

Love has changed. Once it was either the pure essence of romance or the triple extract of sin; but nowadays most of it seems to be just a plain drink of lukewarm tea.



THE ABOVE ILLUSTRATION SHOWS DISPLAY OF WURLITZER PHONOGRAPHS AT SANTONE Coin Machine Co., San Antonio, Texas. The left center shows Harry Drollinger getting a re-fill from Dick Warncke (ink or something).



PROVED PROFIT PAYOUTS



DERBY DAY

Original horse race game paying for **FOURTH** place, in addition to Win, Place and Show. Odds up to 40-1. The leading payout of the industry.

HIGH CARD

A payout for all card fans. 28 chances to win on Diamonds, Clubs, Hearts and Spades. Odds up to 40 to 1. Elaborately designed playing field.

Famous Features

- ★ Hammond Electric Clock
Sensation of the Industry
- ★ Mystery Single Coin Slot
Another Gottlieb Original
- ★ In-A-Drawer Mechanism
All parts easily accessible
- ★ Adjustable Awards
Invisible Mechanical Control
- ★ Escalator
Gottlieb Illuminated Belt Type
- ★ Motor Driven Payout Unit
Accurate, Jam-Proof

College Football

Football atmosphere in all its pep and spirit. Pays out for Place Kick, Safety, Field Goal and Touchdown. Odds from 2-1 to 40-1.

HIT PARADE

Seven baseball stars ready to go to bat. Pays for Single, Double, Triple and Home Run. Odds up to 40-1. Plenty of irresistible "come-on."

Any of These FOUR GAMES

Ticket Game, \$10 extra
Check Separator, no charge
D.C. Adaptapak, \$5.00 extra

Electropak Equipped

Equipped with new A.B.T. No. 400 Slot

\$149⁵⁰

Mystery Single or Multiple Coin Slot Optional

D. GOTTlieb & CO., 2736-42 N. Paulina St., Chicago, Ill.

PENNSYLVANIA MUSIC OPS MEET

A regular meeting of the Directors of the Phonograph Operators of Eastern Pennsylvania and New Jersey was held at the office of Edward N. Polisher, Esq., its counsel, last Monday evening. The meeting was called to order by Mr. Frank Engel, of the Automatic Amusement and Music Co., President of the association. Present also were M. M. Margolis, of the Keystone Automatic Music Co., Mr. Morris Finkel, of the High Point Amusement Co., Mr. Alexander Lederer, of the General Automatic Amusement Co., Messrs. Mellwig and Bege, of the Cameo Amusement Co., Mr. P. Frank, of the Automatic Vending Corp., Mr. William R. Yanks, of the Excelsior Novelty Co., Mr. Edward Klein, of the Premier Music Co., and manufacturer's representatives Messrs. Hammond, Delaney and Mendelsohn.

The stickers to be affixed to phonographs operated by members of the association were distributed with instructions that the same be placed on machines within two weeks. The Code of Ethics and provisions for the Grievance Committee were being strictly observed by the members and it was reported that three disputes between members were satisfactorily adjusted by mutual agreement since the last meeting, which indicated that the association was functioning properly.

The Board of Directors determined to invite all operators of phonograph machines in Philadelphia, Bucks, Montgomery, Delaware, Chester, Northampton, Lehigh, Berks, Lancaster and York Counties, Pennsylvania, and Southern New Jersey, to become members and an intensive campaign is planned for this purpose.

Headquarters of the association were established at the office of Edward N. Polisher, Esq., 1502 Franklin Trust Building, Philadelphia, Pa.

If your wife won't listen to reason try a fur coat.

THINK OF THE SAVING!
\$60 to \$90
a year are spent for Batteries in Pin Games. ELIMINATE them with the
ELECTROPAK

News From the Office F. C. Ewing Co.

Recent visitors to the office of the Ewing Company were:

Mr. H. C. McClurkin, Jacksboro, Texas.

Carl H. Fomby, Jefferson, Texas.

R. F. Lane, Ballinger, Texas.

Mr. and Mrs. C. H. Ingram, Shawnee, Oklahoma.

S. M. Bynum, San Antonio, Texas.

Eugene Curry and W. B. Fuller of Wichita Falls, Texas.

L. A. Savage, Weatherford, Texas.

J. R. Storey, Dallas, Texas.

Miss Helen Ewing attended the First District Convention of The Texas Federation of Music Clubs in Breckenridge, Texas, November 6th and 7th. Miss Ewing played pipe organ solos at the Sacred Concert.

WESTERN'S THORO-BRED DELUXE RACE GAME

The ordinary amusement machine creation has its short stay and then passes away to take its place among the ghosts of automatic devices that have gone before. Its sudden rush of business activity, stimulated by its initial introduction, tapers off and within a little span of time, it has outlived its period of profit-making days.

Thoro-bred, Western's deluxe race horse machine, is distinctly in a class by itself, not only in originality of playing appeal and superior mechanism, but in its "cycle of profit capability." Thoro-bred has been on actual location for comparatively an extremely long time. Day after day its high profit level has been main-

tained. Contemporary machines, while not listed in the same top flight, have by now become antiquated and old-fashioned.

The past history concerning the deluxe race horse machine of the similar type as Western's Thoro-bred has been a rather sad story of operating break-downs and misfortunes. The money-making possibilities of this playing appeal were obvious, but the paramount problem of mechanical reliability was in the way. That is—until Western engineers undertook the task of correcting the mechanical flaws. The result of their efforts is Thoro-bred, an amusement device that has swept the country and established a confidence upon the operators' part with the undefinable evidence of consistently big profits and trouble-free operation!

LEGAL BATTLE LOOMS OVER BLOOD PRESSURE MACHINE

A legal battle is in prospect in New York State over the attempt of an individual at Coney Island to operate a machine which was said to enable anyone to read his own blood pressure, the charge for the use of the machine being ten cents. The State Department of Education asked the Supreme Court of the State to order this and other machines of the kind out of existence on the ground that the operation violates the State Medical Practice Act. The maker of the machines countered by filing an injunction to prevent interference with his business. W. A. Baum Co., Inc., originators and makers of bloodpressure apparatus, express themselves as being in entire sympathy with the stand taken by the Department of Education and say that they have consistently refused to fill orders for Baumanometers for any amusement purpose.

"I'LL GET IN THE picture somehow," says Meyer Marcus of the Markepp Company, Inc., Cleveland, Ohio, snapped while playing "Preakness" during recent visit to the Bally Manufacturing Company plant. Jim Buckley, Bally's general sales manager, assures us that, as far as "Preakness" sales are concerned, Meyer is very much in the picture.



FLAME

Coming! A Coin-Operated Phonograph that will revolutionize the coin-operated phonograph business. It is the ORCHESTROPE, Model 10-20. See it at the Show. THE CAPEHART CORPORATION, Fort Wayne, Indiana, U. S. A.

GOTTLIEB INTRODUCES NEW GAME

Speed King is the latest game now being introduced by D. Gottlieb and Company. This payout utilizes an appeal which is entirely different from anything which Gottlieb has used before. It is based upon the modern intense interest in super-speed streamlined trains, and is calculated to attract maximum play by reason of its novelty.

Dave Gottlieb, back from his successful trip to Minneapolis, commented very enthusiastically regarding the prospects of Speed King.

"I am very enthusiastic," he said, "about the idea used in Speed King. More so, since I have just arrived from Minneapolis on one of the new streamlined trains. It was a thrilling experience. Speed King preserves this exciting and thrilling suspense, and adds to it an impressive array of famous streamlined trains. I need only mention the seven trains lined up on the brilliant playing field to indicate the unlimited earning possibilities of the game. They are in order: Zephyr, Green Diamond, City of Denver, Texas Special, Super-Chief, Hiawatha and 20th Century—all well known and discussed by everyone. As for payouts, there are odds as high as 40-1 for Terminal, 20-1 for 2nd Stop, 16-1

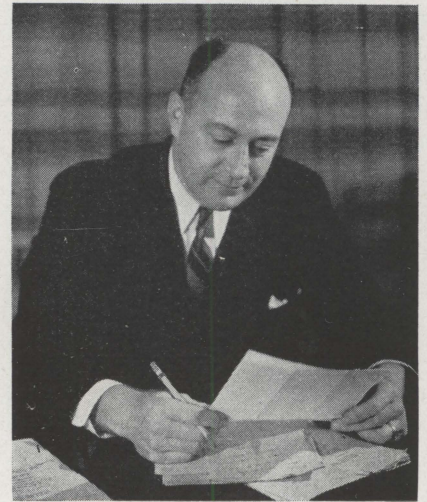
for 1st Stop and 12-1 for Start. The game is simple and can be easily understood by anyone.

"Of course, all other well-known Gottlieb Features are included. Also the recent innovation brought out by Gottlieb, the "Play Time" Hammond Electric Clock, which is recognized by operators as one of the most play compelling features in the payout industry.

"I found a huge pile of orders when I returned to Chicago. Operators and jobbers everywhere are anxiously anticipating Speed King and clamoring for more of our other games. Incidentally our Clock innovation met with the instantaneous success we anticipated.

Mr. Gottlieb then rushed off in a hurry to see that all incoming orders for Speed King were being taken care of. As he left, he said, "The warm welcome with which distributors and operators are receiving Speed King makes me especially eager to assure immediate delivery to each and every one of the many who have ordered. We are running our plant at top speed and advise operators and jobbers to get their orders in as soon as possible so that they may get quick recovery."

With few exceptions, the harder the work the smaller the pay.



AMONG THE RECENT PROMOTIONS in the Rock-Ola organization is Mr. Herbert Walker, who has assumed the position of Assistant Treasurer and Comptroller. Mr. Walker came to the Rock-Ola organization with some twenty years experience with such organizations as General Motors Corporation, Library Bureau, Inc., Curtiss Candy Company, J. O. McKinsey Company and other large national organizations. He brings to the Rock-Ola organization a wide and diversified knowledge and a thoroughly seasoned viewpoint as a comptroller.

SLOT OPERATORS CONTINUE FIGHT

Tampa, Fla.—Cyrus W. Fields, attorney for local slot machine operators, said today that efforts to obtain a Circuit Court order enjoining the County Commissioners from calling for a referendum vote on coin-operated devices would be continued despite the Supreme Court's ruling holding the referendum legal.

Mr. Fields said that the injunction would be sought here on the ground that the petitions circulated by the Civitan Club and other organizations calling for the election were not sufficient.

An attack on the legal wording of the petitions was made in the bill filed when the injunction proceedings were instituted. The bill also claimed that the election could not be held as no provision was made for refunding licenses already paid if the machines should be outlawed.

The Supreme Court held yesterday, however, that the machines already licensed could be operated until the licenses expire at the end of the license year. Mr. Fields said that the ruling was absolutely satisfactory to the slot machine people of the State.

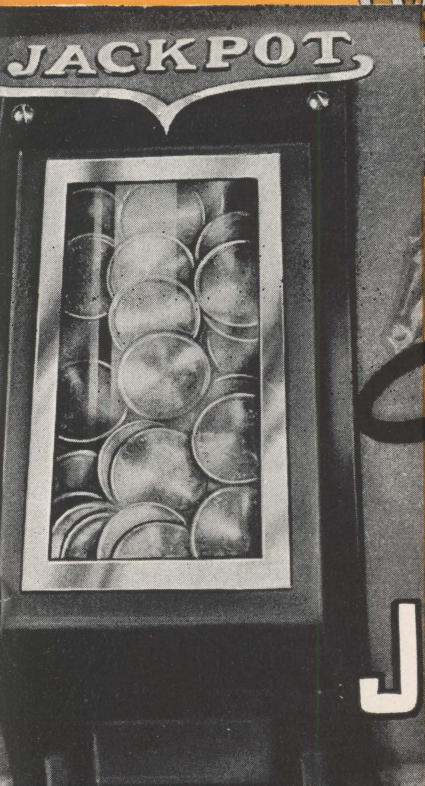
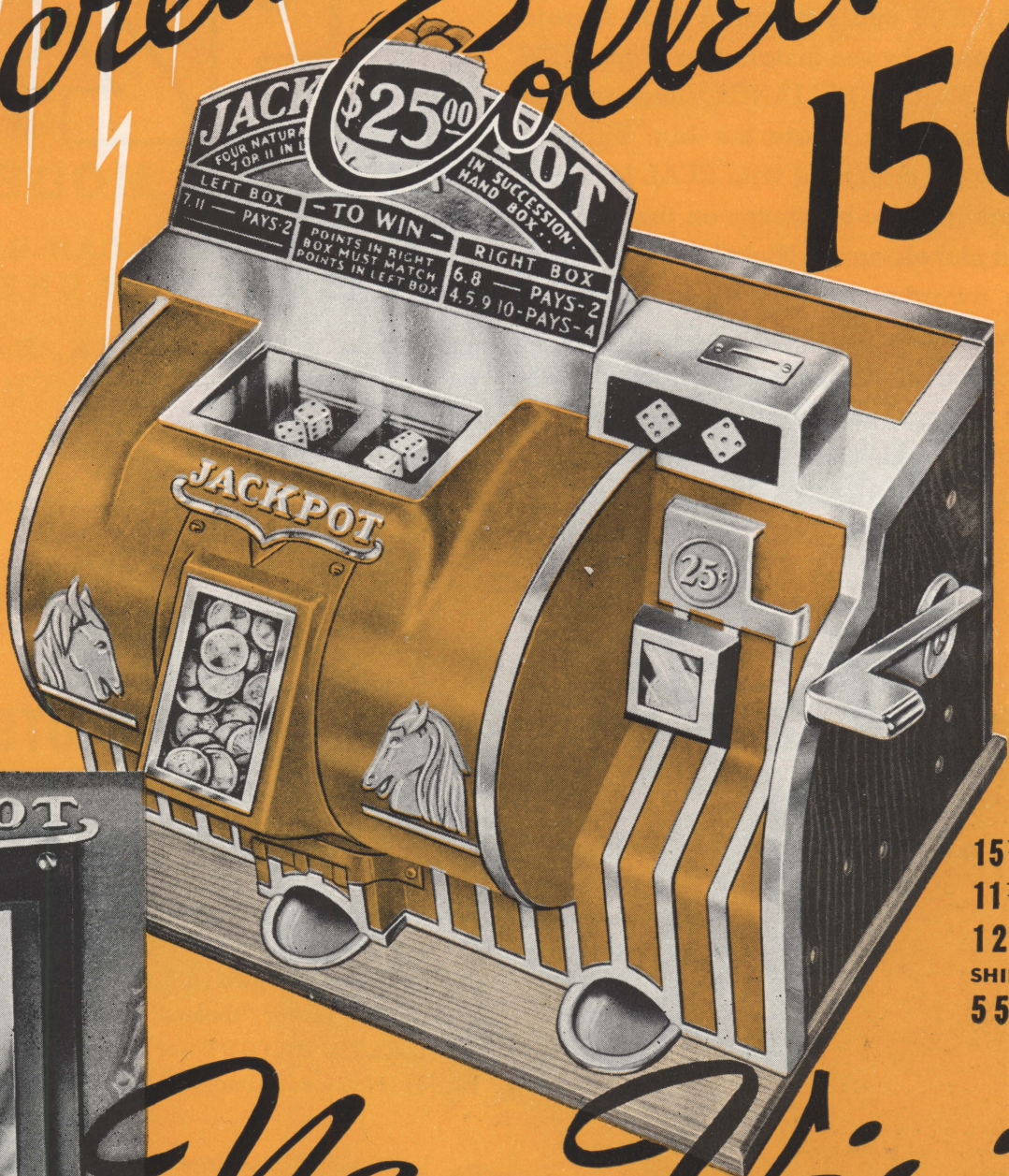


MR. I. F. WEBB, MANAGER OF THE PHONOGRAPH DIVISION OF the Rock-Ola Manufacturing Corporation, is shown at his desk, surrounded by orders for the new Rock-Ola Rhythm King Phonograph. It is said that the orders for the new Rock-Ola Rhythm King Phonograph have exceeded all expectations, and that the factory is working twenty-four hours a day to keep up with the tremendous volume of business.

New **SUPER FLASH RELIANCE**

AUTOMATIC PAYOUT DICE GAME

Increases Collections
150%



15½ IN. WIDE
11½ IN. DEEP
12 IN. HIGH
SHIPPING WEIGHT
55 POUNDS

New Visible
JACK-POT DISPLAY

See Other Side for **BIG NEWS on NEW LOW PRICES**

Bally's **NEW** RELIANCE **SUPER** MODEL FLASH

NOW your \$100.00 spots become \$250.00 gold mines ... merely by the installation of the NEW "SUPER-FLASH" MODEL RELIANCE, illustrated on reverse side of circular. Note the big, bulging JACK-POT display ... crammed with REAL MONEY ... \$25.00 in sparkling two-bit pieces on the Quarter Model ... \$5.00 in nickels on the Nickel Model. These JACK-POTS are awarded for hitting four naturals (7 or 11) in a row. Token good for \$25.00 or \$5.00 is released, instead of actual coins, but the flash of cash is there to attract players and boost the play. **ACTUAL TESTS** on location prove that the NEW VISIBLE JACK-POT feature **INCREASES PLAY 100 to 150 PER CENT!**

Now Only
\$9250
 NICKEL MODEL
QUARTER MODEL \$95.50
BOTH MODELS CAN BE SET FOR CASH-PAY OR CHECK-PAY
 $\frac{1}{3}$ **WITH ORDER, BALANCE C.O.D.—F.O.B. CHICAGO**

IMPORTANT when ordering, specify "4-PAY" which pays 4-for-1 on 4, 5, 9, 10; or "8-PAY" which pays 8-for-1 on same numbers.

IT REALLY "SHOOTS CRAPS"
WITH GENUINE TRUE DICE THAT SPIN AND WHIRL AS IF THROWN BY HAND

RELIANCE duplicates every play known to regulation roll-the-bones! Player **WINS ON 7 OR 11**—loses on 2, 3 or 12. If any other number is thrown (4, 5, 6, 8, 9 or 10) handle trips for **FREE PLAYS** and player "throws" till he "makes his point" and gets **AUTOMATIC PAYOUT**—or till he "craps" by "throwing" a 7. It's so real you can almost feel the dice rattle in your fist!

RELIANCE machines on location almost a solid year now earning more than ever! And even these tremendous profits are increased by the new **SUPER-FLASH** model! Get in on the biggest money-making boom in history—order **SUPER-FLASH RELIANCE** today!



MODERNIZE YOUR REGULAR RELIANCES WITH NEW VISIBLE JACK-POT

Make your old-style RELIANCE machines earn more money ... by installing the NEW VISIBLE JACK-POT DISPLAY ... filled with actual cash! Quickly, easily attached ... and starts boosting collections the minute you put it on. This marvelous play-stimulating attachment is available, complete, for only

\$6.00
 F.O.B. CHICAGO

BALLY MANUFACTURING CO.
 2640 BELMONT AVE
 CHICAGO, ILL.

DELIVERIES ARE MADE ON SHOOT-A-LITE

Chicago—Before a large gathering of distributors, jobbers and operators from all parts of the country, the Exhibit Supply Company this week presented to the trade for the first time their perfected photo-electric, rifle-target game Shoot-A-Lite.

All those present were enthusiastic in their agreement that Shoot-A-Lite is everything Exhibit officials have claimed. As a matter of fact, it has many sweeping improvements and revolutionary features which were not announced prior to the showing. Shoot-A-Lite will go down in coin machine history as an engineering triumph for Exhibit Supply Co. with full credit going to chief engineer, Bruno Radke, of the Exhibit Supply Company, who designed and perfected the game.

"Realism" is the headline feature of Shoot-A-Lite. Targets are big, massive displays of life-like ducks winging their way in natural flight "across," "up" and "down" the rifle range. Their action is true to life; they are almost real-life in size; and are colored so exactly, you sometimes expect them to fly from the rifle range into the great outdoors and become real life birds. To add further to its realism, Shoot-A-Lite presents the spectacle of ducks when hit actually dropping to earth in a natural gravity fall and realistic sound effects. At the same time the score is registered on an automatic light up score board. Of special significance to operators is Exhibit's exclusive four target feature. Instead of one bird to shoot at, there are four. Each represents a different degree of skill. Regardless of the player's ability as a marksman, he will enjoy Shoot-A-Lite because one target is easy to make; the next medium easy; one for good shots; and another for expert marksmen. Shoot-A-Lite is not limited in its player appeal to one class of skill players. Everyone regardless of their skill gets a test of skill from Shoot-A-Lite. Replacement targets keep play perpetually at a peak—kill competition—and make your investment in Shoot-A-Lite secure for years. These extra targets will be available at regular intervals featuring a wide variety of money-getting subjects.

Shoot-A-Lite has a big, massive rifle range with four life-like targets inclosed in beautiful solid-walnut cabinets, modern in design, and striking in appearance. The gun cabinet is a convenient streamline stand with

metal ash tray and accessories. The rifle itself is an exact duplicate in size, "feel" and appearance of a real gun; and is equipped with precision sights. Deliveries will have started by the time this issue reaches readers of Automatic World.

EPCO PRODUCTS UNDER NEW GUARANTEE

With the introduction of a new policy that further substantiates the reliability of the Electrical Products Company and its famous Epcos line, this organization gains a firmer foothold in its position as the leading manufacturer of power units and similar equipment for the automatic, radio and automotive industries. This new policy is the regulation of a ninety-day R. M. A. Guarantee on any purchase. This assures any buyer of Epcos products complete satisfaction with every transaction.

Added to the indispensable Electropak, Adaptapak and Electrolok is the Photo-Pak, a unit used by many manufacturers of machines which employ the photo-electric cell principle. This device has already proven itself of immense value in making trouble-free operation possible.

A Toronto branch of the Electrical Products Company is being planned in accordance with the recent Canadian expansion of distribution. This division will be under the supervision of D. Lou Harris. To service, properly, Eastern distribution, arrangements have been made to offer complete service facilities to operators. The New York office is under the management of the capable Dave Berman.

Steadily, the production of the Electrical Products Company has

risen, necessitating not only these additional forementioned branches, but the constant increase of working space at the Detroit home plant. The Chicago office, headed by Harold E. Johnson, reports a tremendous activity in the the middlewestern territory.

Mr. A. B. Chereon, president of the Electrical Products Company, is in constant touch with the entire automatic industry, and as chief executive of a firm which supplies standard equipment for every major manufacturer, is in a position to have authentic knowledge of general trends. He states that the increased activity is industry-wide and that a big boom concurrent with the convention is certain.

COUNCIL ADVANCES CENSORSHIP BILL

Portland, Ore. — Censorship of phonograph records in automatic music machines now appearing in beer parlors, restaurants and other places was advanced by the city council yesterday. An ordinance to establish such censorship was passed to third reading.

The motion picture censor board will pass on every record used.

The action was taken when it was declared that the words of some of the songs are objectionable. The ordinance also establishes a \$50 license for the distribution and \$5 for the machine.

The council also passed to third reading an ordinance to double the license on pin-ball machines. The new license will be \$200 a year for the distributor and \$20 a year for the operator.



A SMALL SECTION OF ONE OF THE NUMEROUS PHONOGRAPH Departments of the Rock-Ola Manufacturing Corporation. Men are shown inspecting the mechanism of the great Rock-Ola Rhythm King. Triple inspection assures absolute mechanical perfection, on every Rock-Ola Rhythm King Phonograph.

"BORN

TO

DANCE



See "Born to Dance," Metro-Goldwyn-Mayer's latest production, playing at Balaban & Katz Chicago theaters, and starring Eleanor Powell, James Stewart and Virginia Bruce.

"BORN TO DANCE"... how significant of the SEEBURG HIGH FIDELITY SYMPHONOLA... created for the exclusive entertainment of your location patrons. They will want to dance for hours to its smooth, rhythmic strains. True tonal reproduction is responsible for music with amazing lifelike quality!

The J. P. Seeburg Corporation have combined true artistry with the most advanced developments in acoustics to produce the outstanding automatic phonograph, the HIGH FIDELITY SYMPHONOLA.

Seeburg

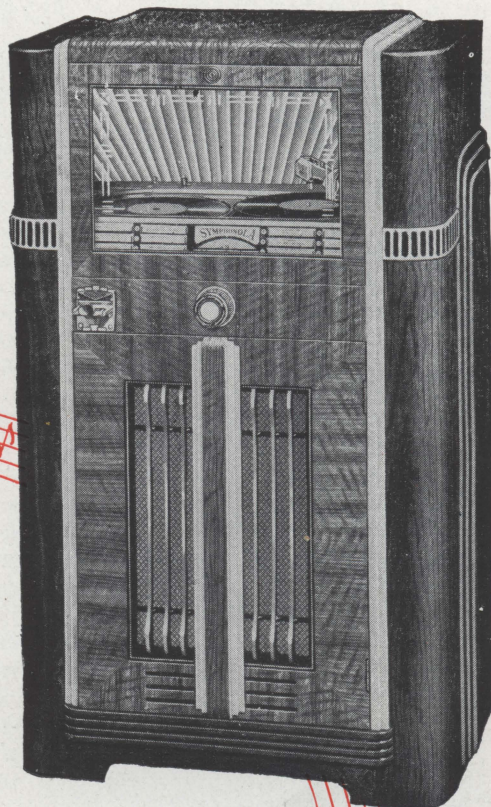
HIGH FIDELITY
Sym

THE

• There is a **HIGH FIDELITY SYMPHONOLA** for every location requirement. The opportunities for placements and profits are unlimited!



"F"



"A"

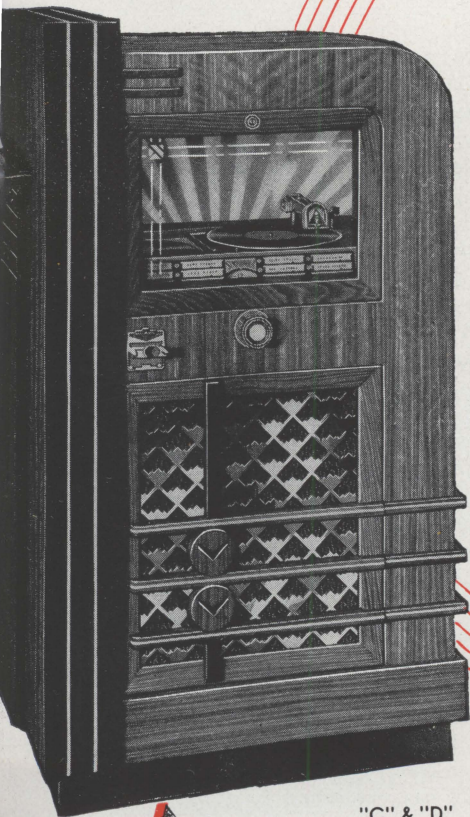
• **SYMPHONOLA "F" SUPER DELUXE . . .**
3 Super Dynamic Speakers . . . 9 Tube High Fidelity Amplification . . . Designed to take Microphone Attachment with Extra Speaker for Public Address Systems . . . Orchestral, Vocal, etc. All Metal Chrome Finished Grille. 12 Record Selectivity.

• **SYMPHONOLA MODEL "A" . . .** 5 Tube Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.

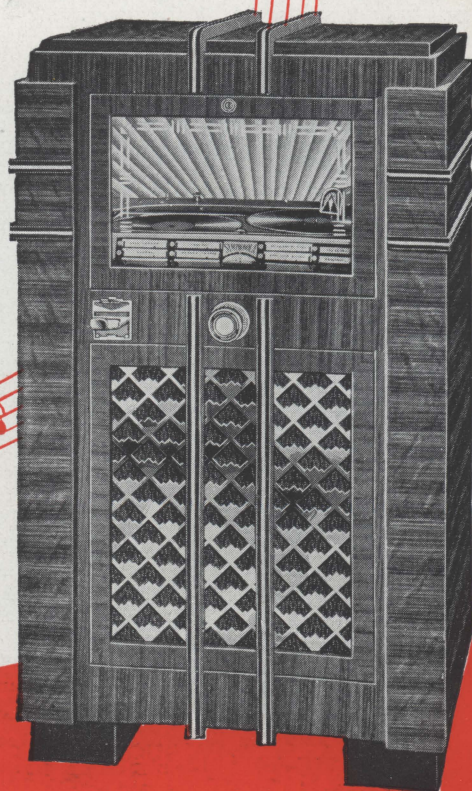
• **SYMPHONOLA "C" & "D" MODERNISTIC . . .**
Model "C"—Standard Equipment . . . 5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. 12 Record Selectivity.

• **MODEL "D"—DELUXE . . .** 7 Tube High Fidelity Amplification . . . 2 Super Dynamic Speakers. 12 Record Selectivity.

• **SYMPHONOLA MODEL "B" . . .** 5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.



"C" & "D"



"B"

phonolas
SEEBURG FRANCHISE IS MORE VALUABLE!

Southern SEEBURG Representative

ELECTRO BALL CO., 1200 Camp, Dallas

J. P. SEEBURG CORPORATION

100 N. MICHIGAN STREET

CHICAGO, ILLINOIS

Bally Sponsors Coin-Men's Fraternal Organization; Operators, Jobbers Join O'toole Indian Tribe

Ray Moloney, president of Bally Manufacturing Company, revealed last week that plans now nearing completion will soon provide a national fraternity in which coin-machine men throughout the country may unite for fun, frolic and the furtherance of friendship. Other great industries, particularly the lumber industry with its famous Order of Hoo-Hoo, have derived many intangible but valuable benefits from their festive and seemingly frivolous fraternal organizations; and coin-machine men, whether operators, distributors or manufacturers, will no doubt find the Bally-sponsored society a welcome auxiliary to the more serious trade associations within the industry.

The Tribe of O'Toole Indians,



RAY MOLONEY, PRESIDENT, and Jim Buckley, General Sales Manager of Bally Manufacturing Company, saluting the O'Toole Totem Pole, official emblem of the newly organized society, The Tribe of O'Toole Indians.

which is the name of the new order, will be organized along recognized lodge lines—with insignia, password, secret handshake, and an elaborate ritual of initiation—everything except dues! The Bally plant will be known at the Grand Wig-Wam, and it is planned that a special room will be set aside and decorated in Indian style as headquarters of the Tribe.

Discussing the new fraternity, Ray Moloney pointed out that, "like all worthwhile ideas, the O'Toole Indians is actually the creation of many minds. We have considered an organization of this kind for several years. But by letting nature take its course, we have evolved a more satisfactory idea than any we could possibly cut out of whole cloth. Furthermore, we have the satisfaction of knowing that scores of operators and distributors have helped us build up the O'Toole idea to the point where we can readily transform it into a formal organization."

"It all started with Jim Buckley's and my own frequent references to a certain non-existent but amusing Mr. O'Toole. This name has long enjoyed considerable fame in the industry—so much so that our mail is often addressed to Mr. O'Toole in care of the Bally plant. The second step in the evolution of the O'Tooles was when Harry Welcher of Western Distributors, Inc., in Portland shipped us a genuine Indian Totem Pole, which he claimed to have obtained from Indians known as the O'Toole Tribe living on the Island of Bali. This Totem Pole is now a treasured relic on display at our plant, and has attracted a great deal of interest on the part of visiting jobbers and operators."

"Since the appearance of the Totem Pole and the widespread publicity it received in the trade press, references to the O'Toole Indians have been more and more frequent. It has become the habit of Bally distributors to refer to themselves as O'Toole Indians; and distributors and operators alike have urged us to organize this good-natured joke into a regular lodge open to coin-machine men. This we are now doing, and complete details will be forthcoming soon. Meanwhile prospective Tribes-

men are invited to apply for membership. Just drop a line to Jim Buckley and tell him you want to join the O'Toole Indians. Jim is the Chief Medicine Man, so write to him for all the dope!"

PERMO POINT PHONO NEEDLES

A comparatively small item in size, but a giant in providing necessary, invaluable function in automatic phonograph operation, that is the Permo Point Phono needle. This product is used as standard equipment by every manufacturer of automatic phonographs and is distributed by the leading record companies.

Its performance record is marvelous, and it has proven in every instance the authenticity of its assurance of better than 2000 plays! The elliptical pointed needle is comparable to a sapphire in its hardness. As it is matched to all standard pick-up heads, true reproduction is received regardless of volume. This phono needle offers perfect clarity of tone, longer record life, positive accuracy in turning and greater resiliency. It is the only long life needle that truly reproduces high fidelity. The Permo Point Phono Needle is completely covered by patented letters.

Art Olsen, president of the Permo Products Corporation and one of the most popular men in the automatic field, has extended every possible effort to supply only reliable and dependable equipment to the industry. The production of the Permo Point needle is highly technical. Craftsmen specialized in detail work are absolutely necessary in turning out products with a high degree of accuracy. Various tests are made at frequent intervals to keep check on the maintenance of production. Elaborate decibel apparatus is employed to conduct these tests.

The Permo Point Needle is an outstanding example of manufacturing perfection. Every efficient type of equipment that science has contributed and all the skill that man can provide are combined to create this famous phonograph needle.

The Permo Products Corporation is in the process of completing the most extensive metallurgical laboratory, primarily designed for specialized research in the field of rare and precious metals.

Add Sadly Mistaken Citizens: The simple souls who think a tax isn't hurting you if you can't see it.

MODERN PLASTICS COMPETITION WINNERS ANNOUNCED

New York City—Plastics, the new "wonder" product of the chemical laboratory, takes a justly important place in the industrial world with the announcement today of the winners in the first annual Modern Plastics Competition in the October issue of Modern Plastics magazine, which fosters the competition.

Divided into three groups—industrial, style and decorative—the Competition was open only to those products in each group which had been developed during the year preceding August 15th, the closing date. From many hundreds of entries received in all three groups, including some that traveled many thousands of miles from across seas to compete, nine winners, comprising the first three choices in each group, were selected.

In the style group, the Revolite Corporation, New Brunswick, N. J. received first prize for an evening coat of quilted silver Revolite, a resin-treated fabric that comes under the classification of plastics; second prize went to Paristyle Button Company, New York City, for a smart beach hat of the Chinese coolie type, made of Lumarith, and third prize was awarded to the Hilf Bag Co., New York City, for its use of a large closing bar of clear Marblette across the top of a smartly-styled suede bag.

In the decorative group, Sears Roebuck & Co., Chicago, walked off with the first prize awarded to a unique entry—the modern New York City residence and office of Morris B. Sanders, architect and designer, in its application of Formica in construction, interior decorating and furnishings. The third prize went to Manning, Bowman & Co., for a new streamline electric iron with a handle of glistening black Bakelite.

In the industrial group first prize went to Toledo Scale Co., Toledo, O., for a gleaming white store scale of Plaskon; second prize to the Burton Manufacturing Co., Chicago, Ill., for a dental X-Ray projector of Bakelite, and third prize to the Colonial Radio Corporation, Buffalo, N. Y., for a dial rim or bezel of Tenite, ingeniously molded by the injection process around a large glass lens.

The Competition, which will be an annual event of international scope, met with the whole-hearted response of the industry, stated Mr. Lougee. "It was launched," says he "for the purpose of lending emphasis and im-

petus to the new industry—a mere babe of ten years—improving design, perfecting manufacture and expanding the endless scope of its possibilities.

"Plastics, for those who don't know, are chemically made materials conceived by man in which are embodied desirable qualities missing in the use of the raw products. They are the natural sequence of evolution in perfecting a plan of industry, and have been beneficially applied, for greater safety, economy and style, to hundreds of diverse fields of endeavor."

DAVE GOTTLIEB WITNESS TO MINNESOTA ROMP OVER IOWA

Chicago, Nov. 14—Dave Gottlieb visited Minneapolis last Saturday to witness the Minnesota-Iowa football game. He attended the game with Hy Greenstein of the Hy-G Games Co., of Minneapolis. Dave and Hy were both strong in their contention that even though they bowed to Northwestern the week before, Minnesota is still one of the strongest teams in the country. The fact was evidenced by the tremendous drive made by Minnesota to build up a 52 to 0 score over Iowa.

While in the Twin Cities Dave spoke to several jobbers and operators in the offices of the Hy-G Games Co. They were all enthusiastic in their praise of the Gottlieb games, Derby Day, College Football, Hit Parade, High Card and the new 1937 Daily Races. Dave was pleasantly surprised to find three and even four Gottlieb games in the same location.

"Yes," said Hy, "our operators are certainly going to town with your games Dave. There's the actual proof."

"I was gratified," said Dave, "to find the confidence displayed by the operators in the 1937 Daily Races. They all said that if the new model will do for them what the original Daily Races did, then they're with it 100 per cent. And they added that they expected it to go even better on the basis of reports of locations which have the 1937 Daily Races already.

Hy Greenstein told Dave that he thought the 52-0 score of the football game was somewhat indicative of the way the Gottlieb games are over-shadowing competition in many of the locations in his territory.

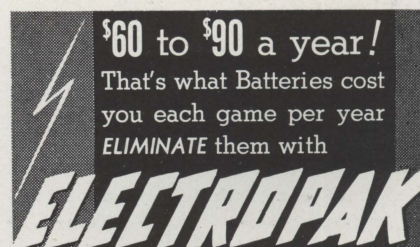
"It was a great game," continued Dave, "and it looks like Minnesota is off again on another straight-win spree."

FRANK MERKLE, MID-WEST REPRESENTATIVE FOR SEEBURG CORP.

Chicago, Oct. 31—If one could read between the lines of profit reports there undoubtedly would be revealed facts as interesting as the dollar sign and probably far more colorful. On rare occasions some humorous incident does "pop-up" to deviate from the usual routine matter. Such was the case in the recent report of Frank Merkle, the J. P. Seeburg Corporation sales representative, covering the Middle Western Territory.

Quoting Mr. Merkle verbatim, it is apparent that he likewise appreciates and perceives the mellow touch of humanity when it merges with cold hard business.

"F. M. Francis, 822 Simon Street, Carroll, Iowa, one of our successful Seeburg operators, and as fine a man as ever stayed off the W. P. A., told me that he had lost a set of keys among which were three keys used for one of his Seeburg Symphonolas. He wanted duplicates, and I forwarded his request to the Illinois Lock Co. Here the responsibility was out of my hands and I forgot the entire incident—so did Mr. Francis. Some weeks later the new keys arrived and he was able to make his collection on that particular machine. Waiting with open arms was a little nest egg of approximately \$120.00! It was more than enough to pay the balance due on the Seeburg Symphonola. I got a big kick, not only at the sizeable amount that had accumulated, but Francis tells me that it was the first money he had ever saved. Boy, I call that service—A Seeburg Symphonola that not only makes money week in and week out, but saves it up for a rainy day.



'60 to '90 a year!
That's what Batteries cost
you each game per year
ELIMINATE them with
ELECTROPAK

BALLY'S BIG 3

GREATEST
HITS *in the*
I-SHOT
PAYOUT CLASS

BOOTHS 19-20-47-48

PREAKNESS



I-SHOT
•
CHANGING-ODDS
•
PAYOUT

PAYOUT
\$149.50
TICKET: \$159.50
ELECTRO-PAK EQUIPPED
NO EXTRA CHARGE FOR
CHECK SEPARATOR
f. o. b. Chicago

54 in. by 26 in.

PAYS ON WIN·PLACE·SHOW
AND ALSO 4TH PLACE!

Player gets from 1 to 7 Selections each game—and can win on Win, Place, Show AND 4TH PLACE—28 possible winners on a roomy, wide-open board—and 40-to-1 TOP ODDS! See the dazzling flash of the big 14-INCH LIGHT BOX—the sizzling spring-action of the playfield—and you'll see why operators call PREAKNESS the fastest money-maker Bally ever built! ORDER YOURS TODAY—BY WIRE!

SNAPPY

BELMONT

**1-SHOT
CHANGING-ODDS
PAYOUT**



53 in. by 24 in.

**PAYOUT
\$149⁵⁰**

**TICKET: \$159.50
ELECTRO-PAK EQUIPPED
NO EXTRA CHARGE FOR
CHECK SEPARATOR
f. o. b. Chicago**

FINGER-TIP SELECTOR

**GIVES 6-CHUTER EARNING POWER
WITH SINGLE CHUTE SIMPLICITY**

From one to six players can play SNAPPY . . . but whether played by a group or a single player, this clever new SELECTOR game GETS EXTRA NICKELS every time because of the new "ODD-EVEN" MYSTERY AWARD. This feature alone is a powerful incentive for a lone player to cover at least three pockets to qualify for the big Mystery Award! SNAPPY is the game you need for crowded, busy locations. It's new, it's different, it's SNAPPY! Order a sample of this amazing new game today . . . after the first collection you'll be wiring for volume shipments! Rush that order . . . and make it SNAPPY!

**1-SHOT
CHANGING-ODDS
PAYOUT**



53 in. by 24 in.

**PAYOUT
\$123⁵⁰**

**TICKET: \$133.50
BATTERY EQUIPPED
NO EXTRA CHARGE FOR
CHECK SEPARATOR
f. o. b. Chicago**

SIMPLE • SMOOTH • SPEEDY

Belmont is proving a phenomenal success on location. It's simply easy to savvy! Just shoot the ball in ANY POCKET and get award shown on LIGHT-UP BACKBOARD. It's smooth . . . sizzling! It's got real skill appeal to insure STEADY REPEAT PLAY. It's packed with suspense . . . odds change every game, AND ODDS CHANGE ON FREE PLAY POCKET . . . player never knows when the easiest skill-shot will pay the 30-to-1 TOP. Order BELMONT today . . . it will make big money for you!

BALLY MFG. COMPANY

2640 BELMONT AVENUE

CHICAGO, ILL.

John A. Fitzgibbons, Inc., Eastern Distributor,
453 W. 47th Street, New York, N. Y.

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521)
and Ace Pat. Corp. (Pat. No. 2,010,966)

1937 Coin Machine SHOW

EPCO LARGE USER OF COPPER SULPHITE RECTIFIERS

The Electrical Products Company of Detroit recently disclosed the fact that production records show that their firm is the largest consumer of copper sulphite rectifiers in the entire United States.

The EpcO organization, for several years, has been manufacturing a high standard line of battery chargers, battery eliminators, power packs, inverters, and similar units.

The EpcO Storage Battery Eliminator, which is widely used in both the radio and automotive industries for demonstrations and various other applications, is a result of two years of intensive research. This product incorporated by all the latest developments, and it has proven itself by its consistently satisfactory performance to be completely reliable and dependable.

PLEA PRESENTED AGAINST TAX ON COIN MACHINES

Louisville, Ky.—Aesop's fables and decisions of the Court of Appeals were used alike Wednesday in arguments against the proposed license tax for coin-operated machines, during a hearing before the Revisions Committee of the Board of Aldermen.

Attorneys employed by the machine vending companies argued that the proposed \$6 license on machines selling articles worth 1 cent, and \$25 on machines operating for 5 cents or more, would cause three-fourths of the machines to be withdrawn.

Warns Aldermen

Edward P. Humphrey, attorney, representing D. W. Fowler, who has candy vending machines in factories and other business houses, told the committee the proposed tax would be more than three times the yearly net profits on each machine.

He warned the Aldermen that they can't levy a tax that will destroy a business, citing the Court of Appeals decisions. He said he would

attempt to enjoin enforcement of the proposed tax.

The story of the goose that laid the golden egg was used by Joseph Selligman, counsel for the Miller Automatic Sales Co., directly and indirectly the Falls City Cigarette Service Co., and the Vending Machine Co. He asserted the vending machines used by his clients sell cigarettes, and that there is no gambling feature attached to the operation. The Miller company pays a \$10 city license and a \$11 State license wherever a machine is installed. About three-fourths of the machines would be withdrawn, caus-

ing a loss of revenue to the city, rather than a gain, Mr. Seligman said.

Net Less Than Tax

Mr. Seligman said the typical gross of a cigarette machine is \$111.24 a year, and the net profit \$23.24. He pointed out that the Federal Government receives 6 cents in tax and the State 2 cents on each 15-cent package of cigarettes placed in the machines.

T. M. Galpin, attorney for the Peerless Weighing Vending Machine Co., said these machines are netting less than \$6 a year, the amount of the tax.

Drake Automatic Amusement Company Expands With Wurlitzer-Simplex

Mr. and Mrs. Marvin Drake, owners of the Drake Automatic Music Company, of Harrisonburg, Virginia, were recent visitors at the Wurlitzer plant in North Tonawanda, N. Y.

In company with W. R. Deaton, Wurlitzer factory representative, they drove to the factory and placed an order for a carload of Simplex phonographs for immediate delivery. The Drake Company is already operating over 100 phonographs and Mrs. Drake is operating 31 instruments herself. She is a thoroughly experienced operator, and like her husband, takes a lot of pride in taking care of locations with Wurlitzer instruments.

The Drake Automatic Music Com-

pany, with headquarters in Harrisonburg, has a branch office in Lynchburg and are rapidly covering this territory and all through the Shenandoah valley.

On reaching the Wurlitzer factory they presented Homer Capehart with one of those unequaled "Virginia Hams" which are almost as famous throughout the country as Wurlitzer's phonographs.

In commenting on the expansion of their activities Mr. and Mrs. Drake stated that their operations with Wurlitzer phonographs were so satisfactory they expected to quickly place the car of phonographs and would soon return for another carload.



BATTERIES cost you \$60 to \$90
per year on Pin Games
ELIMINATE them
with
ELECTROPAK
INSIST ON THE
GENUINE ELECTROPAK
ELECTROLOK • ADAPTOPAK • EPCO FUSE ELIMINATOR



BONES

HERE IS THE
PROFIT MAKER
YOU HAVE ALWAYS WANTED!

"Read 'Em and Weep." That well known and long familiar term used with that grand old American game "Craps" becomes doubly significant when used in connection with BONES — Buckley's New Modern — scientific automatic payout machine. Fully automatic — with liberal and frequent rewards which range from 10c to as high as \$5.00, (.50c to \$25.00 on quarter play) BONES "has what it takes" to get and keep that big, steady and profitable play — the play and the profits you want and need! With its truly modern stream lined design — eye appealing and attention attracting — with its rapid, smooth and silent action — with its genuine true honest bone dice which "gallop" into the dice boxes in so life-like and so realistic a fashion — BONES stands supreme among the truly great games of all times!

Location tested for player appeal and profits — bearing that world famous Trademark "BETTER BUILT BY BUCKLEY" you are assured of maximum dependability, profits and satisfaction.

RUSH YOUR ORDER TODAY!

\$125⁰⁰



READY FOR IMMEDIATE DELIVERY!

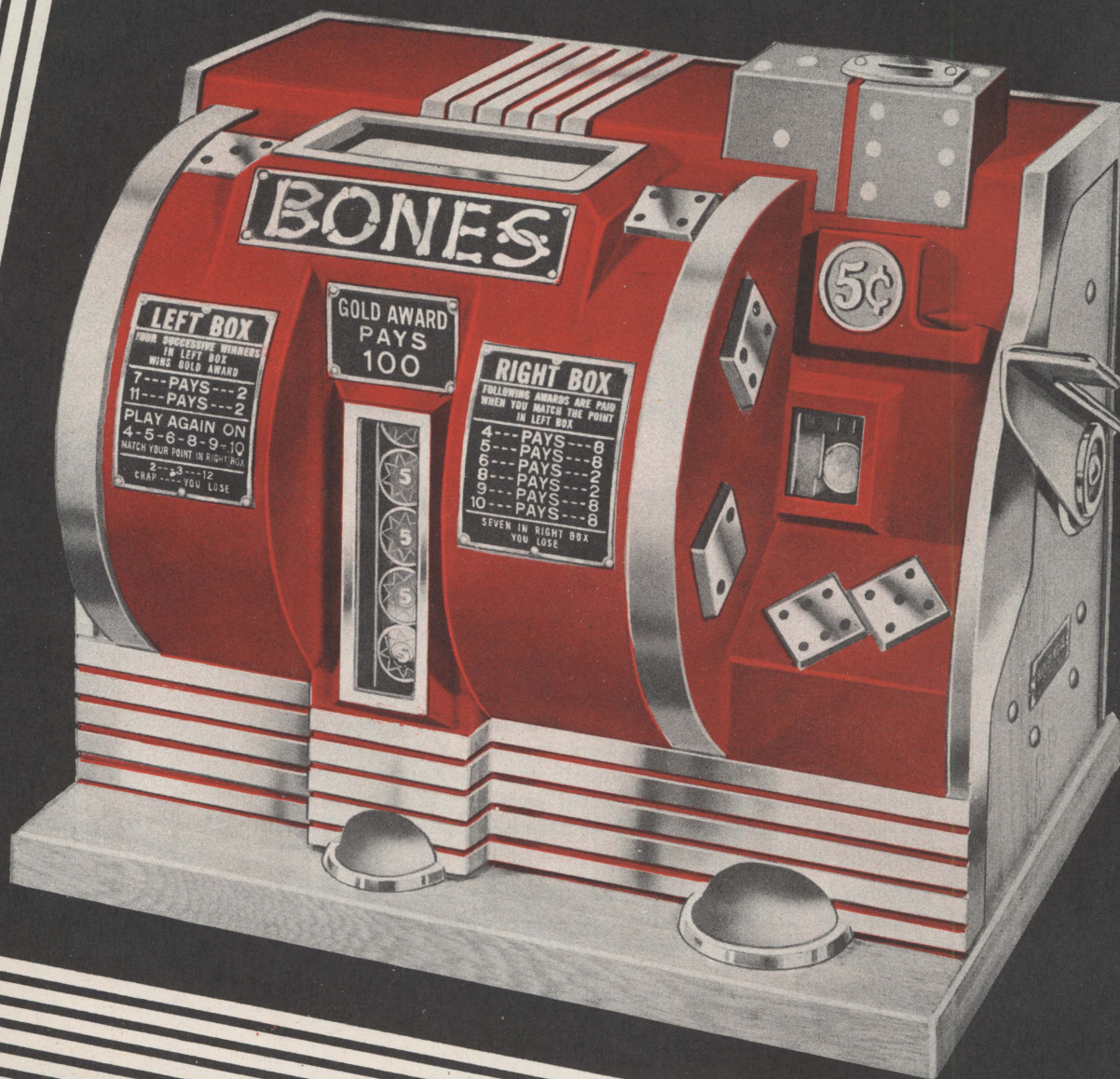
BUCKLEY MFG. CO.

2160 W. WASHINGTON
CHICAGO, ILLINOIS

PRINTED IN U. S. A.

MODERN DESIGN

BONES



THE MODERN GAME OF CRAPS

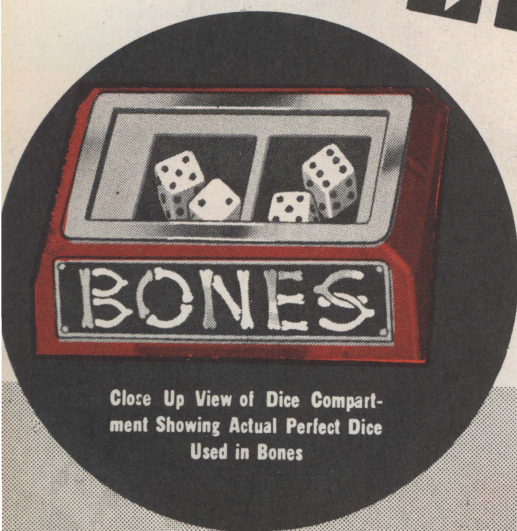
NOW YOU CAN PLAY
AMERICA'S NATIONAL GAME
IN A SCIENTIFIC-MODERN WAY

Buckley's new automatic payout crap machine
"BONES" - is a dynamic presentation of the world's
most popular game in the world's most popular form

BUCKLEY

2160 W. WASHINGTON

MANUFACTURING COMPANY
CHICAGO, ILLINOIS



Close Up View of Dice Compartment
Showing Actual Perfect Dice
Used in Bones

CHICAGO

COIN MACHINE

COMMENT

By W. C. DILLON

Automatic World Representative

185 N. Wabash

Telephone State 8971

The Mills Novelty Company of Chicago continue their program of advancement. A leadership manufacturers in other industries look to as a criterion to judge their own efforts by.

An announcement has just been made to its 2600 employees the company will pay its own as well as the employees' premium under the Federal Security Act. The announcement centered the attention of the nation upon the company through articles appearing in the Chicago Evening American, Chicago Daily News, the Chicago Daily Times, and other metropolitan daily papers.

It is evident the company believes business will continue to be good. Also that its officials believe the company is better able to carry the tax than their employees. Statements to this writer by employees who have been long in the service of the company were to the effect that the reason the company has had no labor trouble during the past 40 years is because the officials have at all times given as much attention to its employees as they have to their own interest. Assuming of the new tax upon employees' pay checks being but an example of past considerations shown them.

Should other corporations follow the example set by the Mills Novelty Company in assuming the payment of the social security tax which the company hopes they will do, it will be another evidence of Fred L. Mills' leadership in American business. A leader of whom the coin machine industry has reason to be proud.

Another item of interest relative to this company, is their recent expenditure of \$500,000 in a new department for machinery to be used for the manufacture of compressor equipment.

* * *

Accurate Spring Manufacturing Company, Chicago, has developed a utility spring kit, containing a most complete assortment of springs, according to Charlie Caestecker, the organization's spring wizard. It contains a complete assortment of

springs with which an operator can service any kind of a coin operated machine that has ever been "sprung" on dear ol' public.

Since the "kit" has been put in circulation, it is reported operators are gingering up games that have become wobbly, making them better do-ra-mi accumulators.

They are "high-lifing" them, by placing different types of springs from the kit in positions that cause faster action as well as different action of moving parts, thereby increasing player interest in the games. Operators are finding these springs interesting in building their own ideas into such games, causing increased remuneration due to having increased player appeal.

* * *

The Groetchen Tool Company, Chicago, are putting race horses together in three sections. Lining the sections up in matched color. A horse stopping at the wire with a red head, blue belly and a black rear end, is all out of luck in getting any pay off oats. He must be solid red, green, blue or black from nose to tail when the three matching reels quit revolving, to be in the money.

A moment of suspense after the horse has matched color, and a fourth reel announces position, a second later, the "odds" reel quotes the win, place and show odds for the race. Horses can finish in either position, and odds run from 2 to 50 for one, with large, liberal odds predominating. The attractiveness and fast play of High Stakes has resulted in its favorable reception by the public. It is a fine finished counter game. The machine takes pennies, nickels, dimes and quarters.

A companion machine, 21 Black Jack, with like appeal and drawing power is also meeting with widespread approval. The cheatproof features built into both machines has a decided appeal with operators.

* * *

A. & K. Sales Company, 418 South Wells street, Chicago, has opened for business with Mr. Louis A. Klein at the helm. The company is

equipped to wholesale an extensive variety of merchandise and merchandise deals to dealers and operators in the salesboard industry. Mr. Klein tendered his resignation as sales director of the Globe Printing Company, effective November 15. He has a large following among dealers and operators. The business has the earmarks of success—from scratch.

* * *

Harlich Manufacturing Company, Chicago. Business and more business has got the personnel of this company all but groggy. For instance, Mr. G. F. Scanlan goes into a pet peeve every night at 11 o'clock because he cannot find the top of his desk for orders, regardless of the fact that the plant is operating on a day and night shift in filling orders "pronto," as soon as received. Possibly it is the new deal that is responsible for this activity. Yours truly naturally says "it's advertising," but Scanlan, that owl, just looks you in the eye and says, "It's the quality of our product that's doing it."

* * *

The Auto-Matic Alarm System, Chicago, 1344 South Michigan avenue, are keeping a crew of installers busy making installations of their hold-up and burglar alarm protection on cars and trucks that are being equipped in Chicago. Shipments are also going out by mail and express to operators and jobbers who are making their own installations on their cars and trucks. The largest wholesale and retail store in Chicago has equipped 153 of its cars and trucks during the past two years. A free booklet is furnished by the company of this remarkably efficient protection that is blocking hold-ups, and burglary of the contents of cars and trucks throughout the country. It also prevents taking the vehicle.

* * *

The John Gabel Manufacturing Company, Chicago, has for thirty years maintained leadership in manufacturing phonograph machines.

Its laboratory experts include men

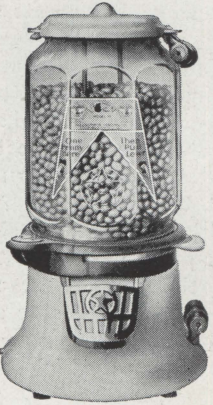
who have devoted years with the personnel of the company in experimentation and development work in building phonograph machines with superior tone quality, performance, mechanical perfection and artistic appearance. They are the men who have worked in building up and maintaining the company's prestige as a national leader of creative engineering in the development and production of automatic phonographs. Their recent creation, Gabel's Junior and Gabel's Entertainer, automatic phonographs, are outstanding machines in a class by themselves. Machines such as can only be designed by men of their experience.

The two machines referred to above are housed in beautiful cabinets. They have a newly designed attractive, colorful Neon sign: "Music by Gabel," also an illuminated programmatic dial that glows in either light or shadowed places. Patrons can choose and arrange in advance with selective mechanism up to 12 10-inch records with the Junior, and 24 10-inch records with the Entertainer machine.

Embodied in the 20 watt power amplifier is the new four-way tone control switch. This regulates the tone to meet the acoustic requirements of any location. The instruments can be furnished with a 5-cent slot, a combination 5 and 10-cent slot, or a combination 5-10-25 cent slot.

In order to maintain machines on hand for prompt shipments, the company is having to operate day and night shifts.

COLUMBUS
Model "M"
Peanut and Confection Vendor



How long
will your
machines
be produc-
tive?
Why
Experi-
ment?
Eventually
you will
use
Columbus
Vendors

F. C. EWING CO.
The Operator's Friend
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEXAS

Specialty Coin Machine Builders, Chicago, 617 W. Division street, are placing with operators a machine that is digging into pay dirt. It is their No. 48 Target Practice Ball Gum Vender.

In operating the machine a penny is placed in a slot in the pistol and is fired at the bull's-eye. If it strikes the bull's-eye it rings the bell and is returned to the player in the cup alongside the machine. If, however, the player misses the bull's-eye, the penny runs into the mechanism and by pushing the lever below the pistol, a ball of gum is delivered to the customer.

Operators are placing spotted ball gum in these machines and using them as prize balls which are redeemed when the storekeeper pays them 5c in trade for the same. Many of the operators are also paying 25c and 50c for the last ball vended from the machine. A ball of gum is always secured by the player if his penny is not returned, and he, of course, has a chance at receiving the prize ball which he trades in for merchandise in the store or tavern.

The machine is reported as legal anywhere. Over \$50 a week runs are claimed to being made with it. It has a capacity for 1,300 balls of gum and room for 3,000 pennies.

FOR SALE—An illegitimate Dachs-hund. Complete with muzzle, collar and leash, \$2.00.—Riverview Falls Times (Riverview, Ill.)

THE POPULAR FOOTBALL GAME "CENTER SMASH"

The rhythmic cheering of the crowd, the dull thud of a punt, a ball soared high, a long twisting run and a beautiful tackle—put them all together and they spell "football." Every year, with the advent of autumn, a large part of the American public goes enthusiastically crazy about this game.

Capitalizing upon the nation-wide reaction towards anything resembling football, the Western Equipment & Supply Company have incorporated proportionately all the thrills and atmosphere of this popular sport into a new 1 ball automatic payout table known as "Center Smash."

There must be a tremendous psychological attraction in a game which draws crowds of 80,000 or more into a packed stadium at \$3.30 per seat,

and taking full advantage of this playing appeal opportunity, Western has created an amazingly beautiful game that is colorful and exciting in its clever playing mechanisms.

Upon the insertion of a coin, the Mystery Coin Chute lights from 1 to 7 college pennants on the beautiful illuminated backboard. These pennants coincide with 7 field goals and 7 touchdown holes on the field. One or all of these pennants may flash on, varying winning possibilities for each game. To gain a payout the ball must enter a pocket bearing the college name of a pennant that is illuminated. When the ball enters the field it passes through a series of channels which offer payout odds ranging from 10c to \$1.00 for a field goal and 20c to \$2.00 for a touchdown. If the ball goes through a special \$2.00 channel the player is automatically paid off whether the ball makes a field goal or touchdown.

The large winning awards and unusual set-up attracts tremendously heavy play. The mere appearance of the game draws the attention of the crowd, and play after play builds up huge profits.

The cabinet is durably constructed of beautifully finished wood, and the action illustrations on the field add a great deal to its playing appeal. This machine is equipped with Western's proven Double Action, Motor Driven Automatic payout unit, Visible Escalator Coin Chute, Front Swing payout door and an adjustable anti-tilt device.

Western engineers were working on the production of this machine long before the scent of football was in the air, and long before first practice was called for college squads. While everybody was talking baseball, special engineering designers were taking every precaution to make this creation as smooth in its mechanical function as an All-American backfield. So again, Western has produced another champion in profit-making and perfect location performance.

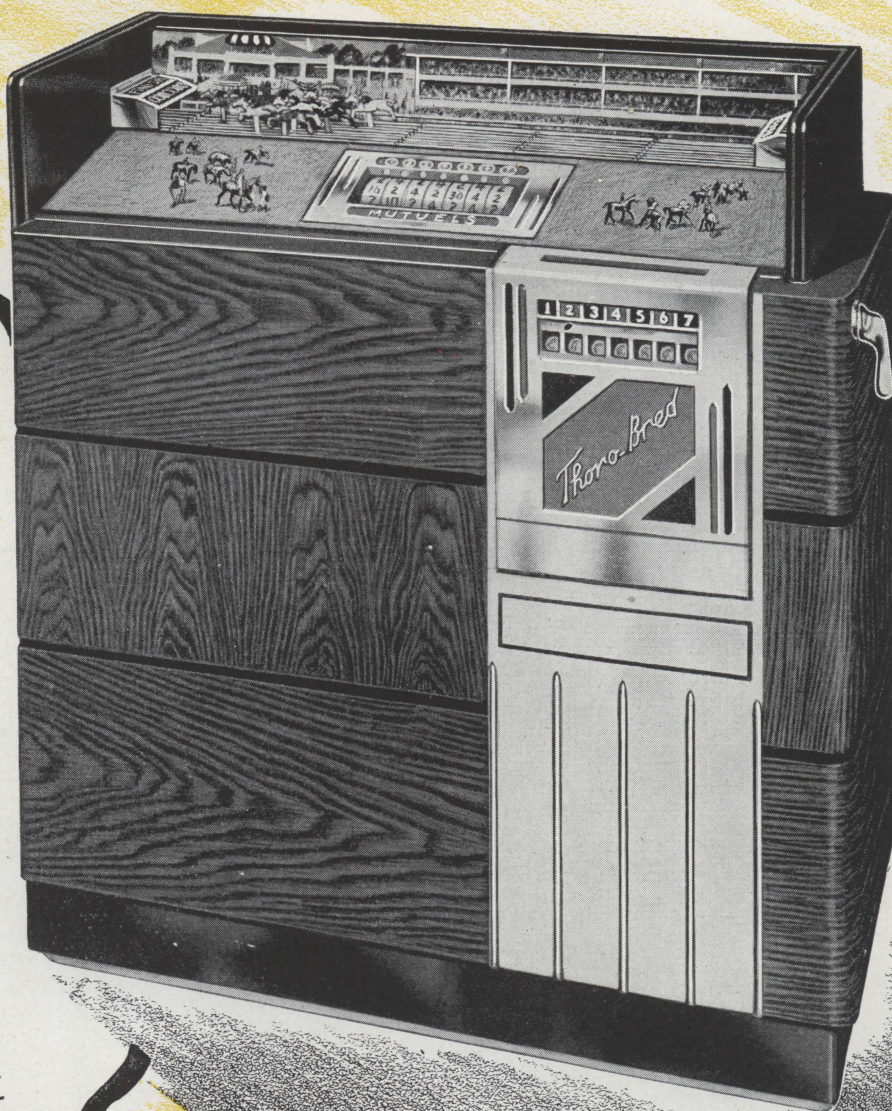
The production department is at full swing to rush orders with immediate shipments from coast to coast. The season is on and the first location reports have come in signifying an unprecedented achievement in coin-operated machine merchandising.

An "elderly" man is one who can remember when every girl shampooed her own hair and hung it out of the back window to dry on Saturday afternoon.

THE ONLY ONE UNDER THE SUN!

**DISTINCTIVE
IN PLAYER
APPEAL...
MECHANICAL
RELIABILITY
AND PROFIT
CAPABILITY!**

★Exclusive features assure tremendous play... multiple visible slug-proof coin chutes, seven coins... a press of the lever sends the THORO-BREDS racing away... there's a real thrill as the winner is not determined until the finish... mutuels change with every race... odds from 2 to 30 are automatically paid out on the winner... a superior machine in design and mechanical perfection... all electrical... no tapes or refills, sequences or charting... attractive walnut cabinet, 43½ in. high, 41½ in. wide and 18 in. deep... don't waste another day... order now for immediate shipment or write for further information.



Thoro-bred

WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVENUE

CHICAGO, ILLINOIS

COVERS FOR PHONOGRAPHS

Even the weather man makes a mistake sometimes in forecasting weather reports, but the wise coin machine operator will not make a mistake in investing a moderate sum in a guaranteed weatherproof cover for his machines. This is a low insurance rate to pay on such expensive equipment.

Max E. Wells & Co., Greensboro, N. C., are specializing in weatherproof covers for phonographs, although they can and will make cov-

ers for any machine. The material they are using in their covers was selected from many for its flexibility, durability and with the thought in mind that the finish of the phonograph must be protected against scratches.

Operators who are not thus protected will welcome the news that they can get this protection for a moderate sum—and then if a shower should come they won't have to worry.

OMNIBUS TAX BILL RETURNS BEGIN TO ENRICH TREASURY

Austin, Texas — Revenue from taxes levied by the omnibus bill to support old-age pensions were reaching the Treasury Monday as officials perfected plans for the collection of about \$6,000,000 annually. They said the system would be working efficiently in a week.

Increased fees on coin-operated machines yielded \$700 one day last week in payment of levies for November and December. In January, the Comptroller's Department will collect the tax for 1937.

Sam Kimberlin, in charge of the occupation tax division, said the tax would be more easily enforceable

than the former act, as it virtually eliminated the escape from payment by the injunction route.

"It provides that operators must continue payment of the tax while injunction suits are pending," he explained. The attitude of peace officers will determine largely the income from the annual levy of \$30 on machines operated with a nickel, and especially marble machines. Some officers contend the devices are illegal and prohibit their operation.

Can Check Federal Lists

Kimberlin said that nickel music machines would start paying under the act for the first time, as some now in operation were permitted to run under injunctions. He predicted that slots for payment of a dime or quarter would be blocked off to prevent liability for taxes higher than the \$2.50 imposed on devices operated with a nickel.

Because the Federal Government collects an amusement tax, Kimberlin expected that enforcement of the State levy would be made less difficult, as State agents can check Federal lists to ascertain those liable.

Treasurer Charley Lockhart and Comptroller George H. Sheppard said machinery for the collection of the new taxes would not cause the addition of many employees. One will be added to the Treasurer's staff and several temporary ones to the comptroller's force.

Several Rulings Asked

Meanwhile the Attorney General's Department was called on to construe several features of the omnibus act, especially those imposing stamp taxes on mortgages and other evidences of indebtedness, bank nights and coin-operated machines.

A request from the Treasurer covering numerous points on who would be liable for the mortgage tax and in what amounts, was augmented by requests from numerous County Clerks. The department said an opinion would be given within a few days.

With that completed it will construe the section levying a 20% tax on awards on bank nights and then study the coin-operated tax section to ascertain whether it is applicable to slot machines. Kimberlin asked for the latter ruling, noting that the machines were permitted in some sections of the State, although they are illegal.

A new factory for manufacture of synthetic rubber is rising in Delaware; more competition for the one that provides the restaurant with our steaks.

OPERATORS' PHONOGRAPH COVERS

Our sincere appreciation for the manner in which you operators have responded to our product, and for the nice orders from operators and distributors. In return, we offer until further notice:

Guaranteed weatherproof, \$6.95
Durable Moleskin.....\$4.95

Both fleece lined—f.o.b. Greensboro, N.C.
One-third deposit with order,
balance C.O.D.

Covers for all machines. Satisfaction
guaranteed or money refunded.

WRITE FOR QUANTITY PRICES
Manufactured by

MAX E. WELLS & CO.
Greensboro, N. C.

the Luxury that Women Love HOTEL PRESIDENT



The little things that do so much to make one feel at home are especially evident at Hotel President. Close to all the finest theatres and shops. Splendid food in the Coffee Shop or Walnut Room. Prices most moderate.

PERCY TYRRELL
Managing Director

GARAGE DIRECTLY OPPOSITE ENTRANCE

KANSAS CITY

BALTIMORE at 14th STREET
JUST OUT OF THE NOISE ZONE



450
ROOMS
WITH BATH
from \$2.

N. A. M. A. Will Operate from Chicago Headquarters

Announcement that National Automatic Merchandising Association, a new association of leading merchandise and service machine operating companies throughout the United States, has started functioning comes from the Association headquarters at Chicago.

Several of the leading companies in this field have organized this Association with the principal purpose of opposing the many confiscatory tax proposals which are made in various states and cities.

Officers of the new Association are: President, Nathaniel Leverone, Automatic Canteen Co. of America; vice-president, R. Z. Greene, Rowe Cigarette Service Co.; treasurer, W. G. FitzGerald, International Ticket Scale Co.; director, W. R. Fowler, F & W Products Co.; secretary, C. S. Darling, 120 S. LaSalle St., Chicago.

Other directors will be elected after new members have been admitted.

Association headquarters have been established in the offices of National Association of Coin-Operated Machine Manufacturers, of which C. S. Darling is also secretary.

Mr. James A. Gilmore has been employed by NAMA to have active charge of the tax activities of the Association. Mr. Gilmore has had many years of experience in this work as a trade association executive, largely in the oil industry.

The business of operating merchandise and service machines has often been threatened in various cities and states by proposals of taxation

which would make it impossible to continue the operation of these machines. These proposals are not made with the intention of putting this industry out of business, but as a result of the lack of information on the part of legislators as to the small unit earnings on these machines. Usually when the facts are presented in an effective manner, the proposal to tax the machines is dismissed.

The principal activity of NAMA will be to coordinate the work of all interested groups in opposing such confiscatory tax measures. President Leverone has emphasized the importance of all interested groups, manufacturers, operators, operating companies and operators associations, working harmoniously in these matters.

He points out that in very few states are there statewide associations of operators effectively organized to protect their businesses, and that active local associations exist in only a few of our cities. Through the medium of this national association, with facilities to watch the introduction and progress of any harmful measures, and to assist local groups in organizing and planning the defense against such measures, much more can be done than in the past.

He invites everyone interested to write the Secretary of National Automatic Merchandising Association at 120 South LaSalle street, Chicago, on any tax matter affecting merchandising and service machines.

SANTONE REDUCES PRICES USED MACHINES

Since page 15 of this issue, carrying the advertisement of Santone Coin Machine Co. was printed we have received a request from the company to change prices on some of the machines. Since the change is a reduction from the advertised prices, you will be interested in them if you are in the market for used machines. Following are the new prices: Bally Roundup, \$39.50; Rockola's Trojan, \$15.00; Bally Bonus, \$22.50; Bally Multiple, \$40.00; Gottlieb's Sunshine Derby, \$25.00; Rockola's De Luxe, \$15.00; Keeney's Repeater, \$15.00; Gottlieb's Baffle Ball, \$10.00; Jumbo, \$25.00; Pamco Parlay, \$22.50; Keeney's Bowlette, \$125.00.

The company can furnish immediate delivery on all models of Wurlitzer phonographs.

ELECTRICAL PRODUCTS CO. MANUFACTURES EPCO FUSE ELIMINATOR

Saving operators from \$7.50 to \$15.00 per year on each electrically operated game, the Epc Fuse Eliminator, manufactured by the Electrical Products Company of Detroit is the most highly developed device of its kind.

Lasting forever with no replacements necessary, this eliminator assures constant fuse service. It is easily installed, requiring no mechanical knowledge. Clamped by ordinary screws to the interior of the side-board of the machine with wires attached, a small hole is then drilled opposite. When the circuit is overloaded or shorted, a small spring clicks out to break the circuit. After the proper adjustment has been made, the eliminator can be reset by merely inserting a toothpick or match into the hole and pushing the spring back into place. Effortless, it requires no loosening of parts and thus precious operating time is not lost. Officials of this company state that their research shows that fuse trouble, although seemingly insignificant, is one of the most dangerous profit-killers in the business. Essentially simple in construction, this eliminator will last as long as the machine and longer.

The Electrical Products Company are also the manufacturers of Electropak, Adaptapak and Electrolok. Their products are considered as standard equipment in the big majority of machines on the market.

TIE IN WITH MOVIE PROGRAM MADE BY ELECTRO BALL OF FORT WORTH

Mr. Harvey Mize, manager of the Fort Worth branch of the Electro Ball Company, located at 1018 Jennings Avenue, has engineered a nice piece of advertising which will certainly build good will for coin-operated phonographs.

In the lobby of one of the local theaters, Mr. Mize placed a Seeburg phonograph playing the hit tunes such as "This Is a Fine Romance" from the movie, "Swing Time," starring Fred Astaire and Ginger Rogers.

The card of the Electro Ball Company was displayed in the machine.

In a public demonstration of this kind, the phonograph is adjusted low enough that it gives a true idea of the tone quality of the music produced by the phonograph. Many merchants attend the theater during their leisure hours, and Mr. Mize said that in this manner, they were impressed with his machines and were in a more receptive mood for a sales proposition later on. The general public is also favorably impressed and more disposed toward patronizing coin-operated phonographs on location.

Texas Special to Chicago Will Surpass Last Year » » »

With the Coin Machine Show and annual meeting of the National Coin Machine Manufacturers and Operators Association yet six weeks away, Texas, Louisiana and Arkansas ops are already studying schedules by which they can ride the special from Texas and arrive at the Show in a bunch.

As they begin to look into it, they find that in most instances they can join the Texas and Pacific train without any inconvenience. Louisianans can meet the train at Marshall or Texarkana.

Ops from Arkansas may reserve berths and join the train anywhere along the line by writing the AUTOMATIC WORLD. But they should do so in advance.

Oklahomans who wish to go this royal way may write for reservations from Fort Worth, Dallas or Little Rock, or they may meet the Texas train at St. Louis.

Texans may be routed via Fort Worth, Dallas, Longview, Marshall, Texarkana or intervening points.

The main thing is that those who want to go this luxurious way should

make it known to AUTOMATIC WORLD early so that reservations may be made for them.

Perhaps it may not be amiss to say right here that AUTOMATIC WORLD receives nothing for this service. It is done freely and gladly for the pleasure and welfare of the operators of the Southwest. In former years, this plan of traveling together in special cars has been such a pleasure to those participating that it has become an annual custom. Having the means of reaching all the operators, jobbers, and distributors through its pages without cost to the Association, leaders in all branches of the industry have looked to AUTOMATIC WORLD to keep them informed of the provisions made for the special train after arrangements have been made by the state officials. As announced last month, President Earl Reynolds of the Texas Association made the necessary arrangements for the train and its schedule.

And it will bear repeating that the train Mr. Reynolds has secured is the last word in travel luxury. It

has everything that modern engineering skill has been able to produce for the comfort and convenience of its passengers, including air conditioning, dining car service, buffet and observation car and even speed. It will leave Fort Worth, Saturday, January 9, at 3:05 o'clock, leave Dallas the same afternoon at 3:50 o'clock and arrive in Chicago Sunday afternoon at 1:53 o'clock.

Of course, it is the Texas and Pacific train from Fort Worth via the Missouri Pacific (of the same system) at Texarkana. At St. Louis, the cars will be taken by the Chicago and Alton which has agreed to operate a special train for them.

Think of the Texas and Southwestern ops steaming into Chicago on a train all their own and being met by Chicago ops and manufacturers and escorted to the Sherman Hotel. It sounds fascinating, doesn't it? Well, it is yours at no extra cost. All you have to do, as the radio announcer says, is write today for your reservation.

WEEK-END INVITATIONS

People who don't like to alter their habits for anyone should not accept week-end or longer invitations to private homes. They won't have a good time, and they will displease their host and hostess.

Guests, on the other hand, should be allowed as much liberty as the conduct of the establishment will permit. Anybody ought to be able to manage a simple breakfast for the guest who wishes to sleep late, and any guest should be willing to enter heartily into whatever entertainment is provided for him. Why accept an invitation in any other spirit?

No guest can go wrong who observes carefully whatever has been done for his special comfort and thanks his hostess for it. Nor will he make a mistake if he compliments his host or hostess on any arrangement or things about the house or garden that are unusual and unexpected. Few people are bored by flattery.

A guest would not likely take along a leg of lamb as a gift to his host,



INTERIOR VIEW OF THE LUXURIOUS TEXAS AND PACIFIC TRAIN which will carry Texas and Southwestern coin machine men to the Chicago Coin Machine Show, January 11-14. At St. Louis the special cars will be taken as a special train and swished to Chicago at record making speed.

CALLING ALL OPS!! ON-TO-CHICAGO

For the National Convention of Coin Machine Manufacturers and Operators, to be held in Chicago January 11—14, 1937, inclusive. The Transportation Committee has selected the following Official Route—

TEXAS & PACIFIC RAILWAY FROM NORTH TEXAS
MISSOURI PACIFIC LINES FROM SOUTH TEXAS
VIA ST. LOUIS—THENCE ALTON TO CHICAGO

High Grade Solid Steel Sleeping Cars will be operated thru to Chicago for our party.

Make your reservation early. Address your application to

OSCAR J. BRANCH
Editor
AUTOMATIC WORLD
120 St. Louis Ave.
Fort Worth, Texas

Obey that Impulse,
DO IT NOW!

From	Schedule	Date	Road	Round Trip	One Way Lower
Lv. El Paso	9:00 p.m.—Jan.	8—T&P		\$56.10	\$10.25
Lv. Abilene	10:20 a.m.—Jan.	9—T&P		44.15	8.50
Ar. Fort Worth	2:40 p.m.—Jan.	9—T&P		38.20	7.00
Lv. Amarillo	9:45 p.m.—Jan.	8—W&DC		40.60	9.50
Lv. Wichita Falls	3:30 a.m.—Jan.	9—FW&DC		38.65	*7.00
Ar. Fort Worth	6:25 a.m.—Jan.	9—FW&DC		33.20	7.00
Lv. Fort Worth	3:05 p.m.—Jan.	9—T&P		38.20	7.00
Lv. Dallas	3:50 p.m.—Jan.	9—T&P		38.20	7.00
Lv. Temple	12:43 p.m.—Jan.	9—MK&T		43.05	*7.00
Lv. Waco	1:35 p.m.—Jan.	9—MK&T		41.70	*7.00
Ar. Dallas	3:50 p.m.—Jan.	9—MK&T		38.20	7.00
Lv. Dallas	4:00 p.m.—Jan.	9—T&P		38.20	7.00
Ar. Longview	6:45 p.m.—Jan.	9—T&P		35.00	6.50
Lv. San Antonio	9:00 a.m.—Jan.	9—MP		48.60	9.00
Lv. Austin	10:55 a.m.—Jan.	9—MP		45.40	8.50
Lv. Houston	12:30 p.m.—Jan.	9—MP		44.25	8.25
Ar. Longview	6:25 p.m.—Jan.	9—MP		35.00	6.50
Lv. Longview	6:45 p.m.—Jan.	9—T&P		35.00	6.50
Lv. Texarkana	8:55 p.m.—Jan.	9—MP		31.35	5.75
Ar. St. Louis	8:30 a.m.—Jan.	10—MP		—	—
Lv. St. Louis	8:58 a.m.—Jan.	10—ALTON		—	—
Ar. Chicago	1:53 p.m.—Jan.	10—ALTON		—	—

*Indicates Pullman Fare from Fort Worth or Dallas

YOUR
TICKET
SHOULD
READ
"SUNSHINE
SPECIAL"
TO ST. LOUIS
ALTON
TO CHICAGO
RETURNING
SAME WAY

but no social law prevents him from taking plenty of smokes and drinks, if he is a generous consumer of those items. More substantial presents better be left until the visit is ended, at which time a note of appreciation is always in order.

The most important rule in overnight entertaining, however, is to keep out of the way, and this applies with equal force to host and guest. Constant solicitude by either the host or guest is obnoxious and will ruin any visit.

GOTTLIEB CLOCK IDEA MEETS WITH APPROVAL

Chicago: According to reports the new models of Gottlieb payout games, which are equipped with genuine Hammond Electric Clocks are being enthusiastically received by jobbers and operators who have put in their orders for Derby Day, College Football, High Card and Hit Parade. Of course, Hammond clocks are popularly known to

be among the most reliable and accurate timepieces on the market.

Joe Schwartz, head of the National Coin Exchange in Chicago, dropped in to see Dave Gottlieb a few days after he had placed a very substantial order for clock equipped games.

"You know, Dave," he said, "I expected these payouts to be met very warmly by the operators, but I didn't expect to be cleared out so fast. In fact I'm here to get this stack of orders filled and I want all I can get quick for stock. The Hammond Electric Clock is a real selling point if there ever was one. Operators in my territory are praising this radiantly new idea to the skies."

"I'm not surprised," said Dave Gottlieb, "we built Hammond Clocks into these payouts after a great deal of planning and testing because we knew that it would be a gold mine for operators and location owners. The clock is a pulling point because not only does it serve patrons by providing the correct time, not only does it attract players in great

masses, but also the inscription around the clock—Play Time—has been carefully placed so that people will "get the urge" to play. In this manner they are reminded of the spirit of the game, and since payouts made by Gottlieb have been proved time and again to be highly profitable, well, the combination of the Hammond Clock and Gottlieb games just can't be improved upon. That's why the clock idea is such a sensational innovation. For example, suppose a person comes into a location. Sooner or later he looks around for the correct time. He sees the Hammond clock on Gottlieb games and also the "Play Time" reminder. That leads his gaze to the game and it isn't long before he's playing.

"I might mention," continued Dave, "that jobbers everywhere are ordering in large quantities. You can trust a successful jobber to appreciate the superior advantages of this innovation. All indications point to a big Gottlieb Hammond Clock payout season."

BECKER RECEIVES FAVORABLE COMMENT ON SALES IDEA

With Ray Becker, dynamic sales manager of the J. H. Keeney and Company, as the accusing witness, all operators, jobbers and distributors who have to their misfortune disregarded "Stop and Go" as the outstanding profit-making amusement device of the year, were recently summoned before a "Court of Appeals."

The Plaintiff, J. H. Keeney and Company, is the instigator of one of the cleverest mailing ideas in the advertising field. Realistic facsimiles of apparently legal summons were forwarded to all concerns not on Keeney's extensive purchasing list of this new machine.

The response to this brilliant advertising was tremendous. Telegrams, phones and letters have come in and are still coming, expressing admiration for the originality of Ray Becker's sales promotion. Aside from favorable comment another decided reaction has been the accompanying orders that have boosted the Keeney sales peak to a new high. This, after all, is the real test of a well-founded sales maneuver. These marvelous returns are significant of an upward swing in the coin machine industry. Decidedly, the aggressive and unique tactics of the J. H. Keeney and Company is a large motivating factor, but the stimulating influence of increased activity should be of mutual benefit to the entire industry. "Stop and Go" is considered one of the finest payout tables ever introduced. Based upon the modern trend of animation in

amusement machines, the designers have made use of every possible device to attract attention and constant play. Two lights, red and green are alternately flashing even when the machine is not in actual play. Another factor, in the fast action and animation of this game, is the constantly rotating odds-changing disc. The play of "Stop and Go" is as exciting as its appearance. The unlimited award possibilities and continuous free play opportunities act as amazingly successful playing inducements that keep "Stop and Go" busy every hour of the day.

Another feature that adds suspense is the payout ruling on the red and green lights. If a player makes a payout hole when the red light is on, he receives awards as per indicated on the disc, if making the payout hole when the green light is on, the player not only receives his award, but the chance to try again for another winning. Keeney's exclusive power-operated shuffle board mechanism automatically releases the ball for replay. A "Right of Way" hole pays \$2.00 on either Stop or Go lights. Another feature that adds to the playing appeal is the three "Safety Island" holes at the bottom of the board that become payout holes if they are hit when the green Go light is flashing.

The short period that his game has been on location has produced a profit record that entirely justifies Ray Becker's drastic action of summoning the attention of all operators, jobbers and distributors to the marvelous opportunity of which they seemed to be unaware.

The J. H. Keeney and Company,

creators and manufacturers of the most popular line of amusement machines, many times before have undergone a similar rush of volume orders, therefore, they are fully equipped to make immediate deliveries and not sacrifice production standards.

WATCH SHOOT-A-LITE

"When we tell you Exhibit's Shoot-A-Lite is the perfect rifle target game, it's like saying Lou Gehrig of the Yankees is a great ball player," says Leo J. Kelly of the Exhibit Supply Company. "Shoot-A-Lite has everything you could ask for in a photo-electric rifle target game at the world's lowest price for a moving target rifle game."

Kelly continued, outlining the essential elements for the ideal target game for operators, "there are four special features which we have built exclusively in Shoot-A-Lite. They are essential, and without any one of them imitation ray-shooting games will fail. Shoot-A-Lite first of all features "realism," the same thrill a sportsman gets from an early morning duck hunt. Gun built to real rifle proportions, precision sights and lifelike moving targets with sound effects bring all the thrill of a big game hunt right into your location.

The second feature that appeals exclusively to Shoot-A-Lite players is its test of skill. Only Exhibit's lifelike action in moving targets can give this true test of marksmanship. Instead of one target, Shoot-A-Lite has four moving targets, that furnish a thorough test of skill. Shoot-A-Lite, however, may be adjusted to suit beginners, fair, good or crack shots. This assures continuous play, for as the players get more skillful, the game can be adjusted to make the test of skill more severe.

The third and fourth features in Shoot-A-Lite have to do with the operator. Shoot-A-Lite is built sturdily, perfected mechanically and has the triple player attraction of flashing lights in perpetual display, colorful settings in modern design and the optical illusion of a real hunt that attracts everyone entering the location."

"Frankly," said Kelly, "I don't believe a better photo-electric rifle target game can be built. Our fourth big feature is our world's low price. Shoot-A-Lite is adaptable to any type location for it can be placed on ceiling, wall or pedestal, which is adjustable for height and any practical distance."



MR. DAVID C. ROCKOLA IS SHOWN GIVING INSTRUCTIONS about a new all-time record for daily production of the new Rock-Ola Rhythm King Phonograph. Mr. George Graf is on the left and on the opposite side, we find Mr. Sam Kresberg, manager of the Capitol Automatic Music Co. of New York—then Mr. David C. Rockola and then Jack Nelson, general sales manager of the Rock-Ola plant. This scene is the starting of a daily output in excess of four hundred Rock-Ola Rhythm King Phonographs.

DILLON MEETS ROCKOLA

Representing Automatic World, I managed to pry Mr. Rockola out of his office and to get him to exercise his dogs in a turn around the plant. Between what I saw and what he told me, I got both an eye and an ear full.

When I was assigned this interview by the magazine, I was told to expect to see some staggering production operations, and I did.

The first large building of the twenty buildings comprising the Rock-Ola plant visited, was the furniture department. Here I saw thousands upon thousands of different pieces of the finest class of furniture being turned out in train-load quantities.

Few of us know that Mr. Rockola produces some of the finest upholstered furniture, various types of tables, bars and barettes, hundreds of different styles of fancy chairs, 46 different types of desks and other articles of furniture, too numerous to mention.

Then, in another large building, I saw thousands of cabinets going through many processes—all hand work and hand finished for Mr. Rockola's new Tom Mix Radio Rifle. This building was simply humming with feverish activity.

Several other large buildings were crowded to the walls with production of "Monte Carlo," "Big Bank Nite," "Draw Ball," "One Better," and several other games of various types.

Then, on six floors of another building, I saw hundreds of Rock-O-Balls being tested and retested—being passed on to the finishing department.

A trip through another building where six solid floors containing the regular Rock-Ola Multi Selector phonographs were going through various processes of completion.

Next, the largest building of all. In this building we started at the top, and on every floor, all the way down, I saw nothing but various operations on Rock-Ola's new phonograph—Rhythm King.

When we stopped in this building to rest I asked Mr. Rockola for his opinion of the outlook for the distribution of phonographs to operators during the coming year of 1937. He said:

"Come in the office, and I will give you a copy of what I said to someone else about it." His statement was that "Everything points to 1937 not only exceeding 1936 in phonograph sales, but I firmly believe the num-

ber of phonographs which operators will install on locations in 1937 will be equal to the number installed during the entire years of 1933, 1934, 1935 and 1936, all put together.

"Our present production of 300 per day will shortly be stepped up, for we are several thousand behind in the factory right now. That would indicate that between 40 and 50 thousand phonographs of our make will be placed on location during 1937, and no doubt other phonograph companies will have an increase in 1937, which would immediately bring up the question 'when will the saturation point be reached?' Frequently I have had that question asked and with just a little analysis on the matter I have concluded that the point of saturation will never be reached, because I think business in general is showing such a remarkable improvement as it is, that every day will mean more and more locations will be established. For example, right here in Chicago as recent as six months ago, there were plenty of vacant store spaces but at present it is almost impossible to find suitable space for new retail establishments that want to start in business. In addition to that, a new building program is now in progress in Chicago, which, I presume, is also true in other locations and, with the increase of business in general it naturally follows that hundreds of thousands of new locations will be available for operators during 1937, which the wise operator will foresee and plan an intensive campaign for the year of 1937 accordingly."

After a trip through the plant with Mr. Rockola and noting the detailed knowledge he has of all the respective departments and their operation, it is easy to understand why the company under his guidance has shot forward like a meteor into a predom-

inant position with distributors, jobbers and operators in America and abroad.

MARKEPP NAMES AD MANAGER

In connection with his campaign to increase public interest in amusement games, Meyer Marcus of the Markepp Company, Cleveland, recently announced the appointment of James A. Drake as advertising manager. Drake has been connected with a prominent Cleveland advertising agency and in the past has assisted the Markepp Company in similar promotional campaigns.

PREAKNESS DEMAND HEAVY IN CLEVELAND

Demand for the Preakness 1-shot game is said to be so strong in Cleveland that when a truckload arrived from the Bally Manufacturing Company late one afternoon recently, the entire crew of Markepp Company mechanics worked until midnight unloading and setting up the machines, getting them ready to go on location the following morning.

"Preakness is the biggest thing that has come on the market in a long time," says Harry Sacks, Cleveland manager of the Markepp Company. "Bally is certainly making no mistake in continuing steady production on this winner. We ourselves have booked orders for daily shipments to the first of the year. It looks as though Preakness will be as long-lived as Bally Derby and Jumbo which made coin machine history. Deliveries to Ohio operators are being taken care of through our Cleveland main office or through our branches in Cincinnati and Toledo."

BARGAINS

I. O. U. Dice	\$ 5.50	Five and Ten	7.50
Reel 21, new and used	14.50	Silver Moon (large)	6.00
Cent-A-Pack	6.50	Criss Cross	4.50
Penny Pack	11.50	Rocket, automatic	5.00
Auto Dart (Ticket)	12.50	Red Arrow, automatic	5.00
Auto Flash (Ticket)	12.50	Rapid Fire, automatic	5.00
Flash, free coin chute	15.00	Hells Bells, automatic	5.00
Whirlpool Ticket	18.50	Grid Iron	4.50
Put and Take, front door	7.50	Safety Zone	4.50
Sportsman	5.00	Frisky	7.50
Gold Rush	9.50	Rebound	4.50
Mills Cannon Fire	4.50	Major League	5.00
Angle Lite	6.50	Beacon	4.50
Rock-E-Lite	5.50	Tick-A-Lite, ticket	7.50
Register	4.50	Barrell Roll	8.50

ONE-THIRD DEPOSIT—BALANCE C.O.D.

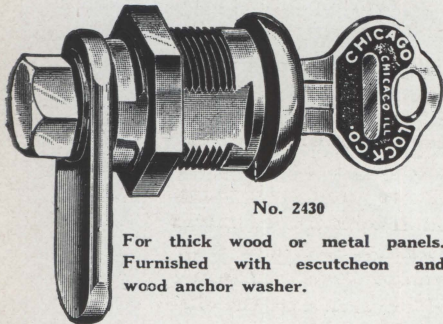
MILLER NOVELTY CO.

925 N.W. Sixth Street—P. O. Box 826—Phone 2-2575—OKLAHOMA CITY, OKLA.

DEPENDABLE SECURITY

for Coin Machine Profits

All
Illustrations
Actual Size

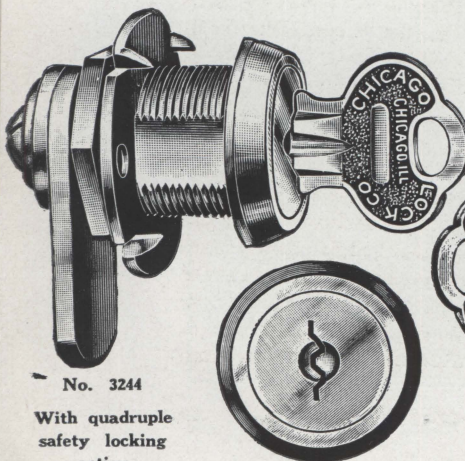


No. 2430

For thick wood or metal panels.
Furnished with escutcheon and
wood anchor washer.

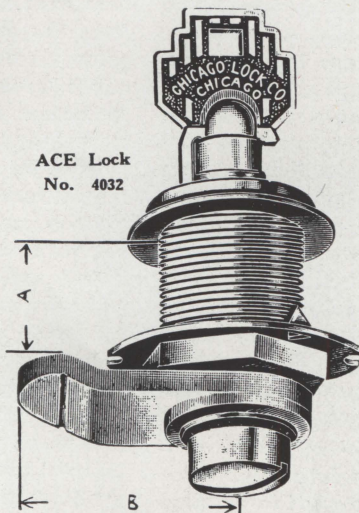


Complete line Ace
and Double Bitted
Padlocks in sizes for
every need.



No. 3244

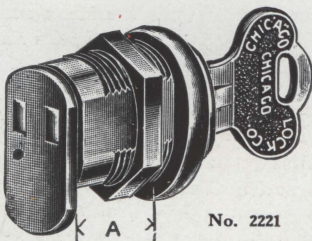
With quadruple
safety locking
action



ACE Lock
No. 4032

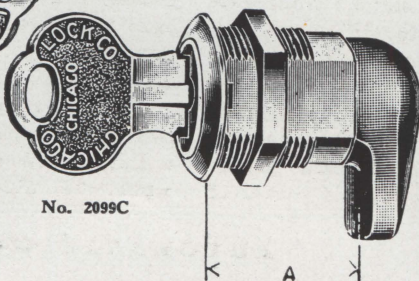
Ace lock is last word in safety.
New Principle tumbler operation
and ROUND KEY. Dimension A,
13-16"; B, 1 1/8".

No. 4070. Same as above except
dimension A is 1 1-16" from face of
cam to escutcheon.



No. 2221

For metal or wood panels, vending
machines, lockers, cabinets, etc. Di-
mension A, 5/8 in.



No. 2099C

All brass, with heavy CAST brass cam of
extraordinary strength. Dimension A,
53-64 in.

CHICAGO LOCKS

★ Not just so much brass and steel, but
SECURITY . . . **that's** what you pay for
when you buy a lock. But are you always
sure of getting **dependable** security in the
locks you buy?

★ Thousands of coin machine operators
and those who build coin machines are
finding the answer in CHICAGO LOCKS,
—are highly pleased with ACE replace-
ment locks, and they are learning to expect
the security of CHICAGO LOCKS on new
machines they buy.

★ Here is security you can depend on, not
just when the lock is new, but for the en-
tire lifetime of the machine it is used on.
Security you can depend on in the **tough-
est spots** . . . in face of dishonesty and
cheating . . . in spite of tricky keys and
skillful pilferers.

★ Write for details about any of the locks
illustrated here, or ask for free catalog
covering our complete line of double bit-
ted locks, ACE locks, padlocks and coin
chutes.

CHICAGO LOCK COMPANY

2024 N. Racine Ave. Chicago,

« Education or Legislation »

By Arthur C. Hughes

Manager, Phonograph Division, Electro Ball Co., Dallas, Texas

Phonograph Operators Faced With Necessity of Educating Locations or Danger of Being Legislated Out of Business

For some time there has been a slowly growing sentiment in certain quarters against our industry. This feeling, although basically wrong, does have certain grievous particulars to support it and it isn't the part of wisdom on our part to ignore it or to pass it off with a careless reference to puritanical zealots who used to close movies on Sunday, ring the curfew at nine o'clock every night and attempt to make everybody uncomfortable.

We are faced with serious facts which demand our close attention. We can't be like the farmer who had lived close to the earth all of his life until one sunny afternoon he came to the city and almost got run over when he attempted to cross a busy intersection against the red signal light. Questioned by the traffic officer on duty, he convinced him that he didn't know anything about red and green traffic lights. The officer put him back on the sidewalk with the sound advice to watch the lights thereafter and go with the green—stop with the red. His plea of ignorance brought him education and sensible advice. If our industry as a whole refuses to open its eyes and watch the way traffic is going, we are going to be rudely awakened in the not too distant future with the realization that we have no business! A plea of ignorance will do no good then; the reply will be short and concise: "You should have kept your eyes open and seen the red danger light before going indifferently on."

In this and succeeding articles I want to outline the danger signs that far-seeing men of the phonograph industry see ahead of us. At the very beginning, I want to emphasize the fact that I am not one to "cry wolf": it suits me and my business of selling phonographs to operators in eight states to paint a rosy picture of untroubled operations and steady profits. But, I'm not ready to retire and I can't conscientiously sit by and see ominously significant happenings without voicing a warning while there is time to act and before all of us

find ourselves on the receiving end of a lot of trouble brought about by our own indifference.

There are several different phases of the problem to consider. The undisputed fact that far too many locations permit the phonographs to play with a full volume of tone to the annoyance of nearby residents is, quite probably, doing more insidious damage to the industry than any other factor. The practice of some operators of equipping their machines with risqué records (a



Arthur C. Hughes

plainer and more expressive word is "dirty") is the cause of complaints which, in all likelihood, the operator of the machine or the location's personnel never hear because such complaints are made to the police department, the city and county officials, senators, even the governor of the state. The indiscreet installation of outside speakers in residential districts has brought serious trouble in the past; if persisted in, it will undoubtedly be cited in some high court of law where we, the industry, will be fighting for our very business lives. The unconscious harboring of the thought that the phonograph business is part and parcel of

the slot machine business; that, because our machines are coin operated, they belong to the same classification as the slot machines and marble tables is a dangerous factor. Undoubtedly some coin machine operators will read this: to them and to all, I wish to say that I'm not opposed to them. Our company is very active in that and in all coin operated machine markets but, we in the office, recognize the fact that there are several different phases of our business: coins operate business machines; the same coin operates pleasure machines; likewise, it operates those machines legally designated as "skill games." They each are sold to a different market by a different sales organization and while the operators of phonographs are, usually, very friendly to and, oft-times, closely associated with the operators of the slot machines and marble tables, they operate under different conditions and licenses and the distinction must be kept clear, both in their minds and the public's mind. Then, the matter of taxation and licensing is an important part of our future to consider.

Several of the above mentioned points are so closely related to the location that I want to devote the balance of space permitted for this article to the immediate task ahead of us. Namely: seriously approaching the hazards to the industry caused by non-thinking owners and employees of locations, acquainting them with these present factors and enlisting their co-operation in handling them intelligently.

The instance of a beer retailer who ignored the request of a young man who stopped in his place located in a residential section, is illustrative. At this location, the employees made no effort to tone the phonograph down late at night. Several complaints had been made to the manager of the all night place by residents nearby who declared that the loud music late at night kept them awake. He promised them rather suavely that he would watch it but, within a few days, the phonograph would be playing at full volume

again. The young man first mentioned stopped in to see him one night and requested that the music be toned down as his mother was sick in their nearby home and the constant noise was making her worse. The manager replied that his patrons wanted the music like it was so there was nothing he could do about it. Then the complaining young man asked that the outside speaker be disconnected if the music wasn't going to be toned down in volume. This, the manager refused to do. The young man left only to return shortly with a shot gun. Standing in front of the night spot, he lifted his gun and shot the speaker off the wall, literally tearing it to pieces. When the manager complained to the police department and wanted them to arrest the young fellow for maliciously destroying his property, the police laughed at him and made some slighting remark to the effect that he was lucky that the visitor with a shot gun hadn't decided to take a shot at him also.

Undoubtedly, the manager of the location was in the wrong. He was permitting loud music late at night in a residential area and had refused to comply with a citizen's request that the annoyance be abated because it was disturbing the rest of a sick woman. But—and here is the significant part of the whole episode—the police department endorsed the action of the young man in shooting the loud speaker to pieces and laughed at the request of another citizen (the manager) for redress against the perpetrator of the unlawful act.

What state of mind does that portend? Certainly, not a very healthy one for phonograph operators. Even if it were an isolated instance, which it, unfortunately is not, it would still indicate that the locations to which we intrust our machines are not being very intelligent in keeping the goodwill and approbation of their towns-people and civic officials. It goes further than that: it indicates a growing intolerance of phonographs and the possibility of their mis-use by the very people in whose hands rests the power to make our lot a fortunate and successful one or a very unfortunate and unsuccessful one.

What to do about it? I urge that every operator and every individual connected with the industry in any way, make it their own personal business to police the business themselves. More explicitly: I would like to see all of us be on the alert for loud tones at night, particularly in a

residential area where there was a probability that some sleeper was being disturbed. And, finding such, to talk straight talk to the manager of the place, wherever or whoever it might be, identifying ourselves to him as being vitally interested in the business as a whole, and asking co-operation on his part in keeping the machines at his place of business toned down to a lower volume. A nice parallel that might be used is that of apartment houses: they have a rigidly enforced rule that no radio or phonograph shall be played at all loudly after ten o'clock at night; the neighborhood eating place or beer outlet can be envisioned as just one unit of a vast apartment made up of the surrounding homes. Let us then abide by the house rule of the apartment in which we live.

Another and equally important bit can be accomplished by the operators. They should start promptly an educational campaign by word of mouth and reach every employee of every location. They should inform them of the possibility—the probability—of all legislative bodies following the lead of at least one state which has passed a law absolutely forbidding coin operated phonographs in beer retailing places of business. The instance of one large city which has completely forbid the phonograph in any public place might be used to illustrate what can happen unless the locations protect the privilege—and such it must be regarded as, in the face of what has happened in some localities—under which they operate. The operator of a place with a beer license which has a phonograph in it can be closed down by the police department irrespective of municipal laws concerning the phonographs. If complaints arise because of the phonograph's mis-use, the city officials can find ways to take his beer license away or make his business life so miserable that he will be glad to close. Such things have happened as every wise beer retailer knows; they will happen again if too many complaints come to the attention of the city officials about loud music at night coming from his place.

Outside speakers in a residential area or semi-residential district are the greatest problem to overcome. Not only do they create a noise nuisance to arouse neighboring citizens' wrath but the repetition of records is, in itself, an annoyance to some people. In this connection, records and tabulations have shown me conclusively that out of any twelve records put in a machine, four of

them will be played most of the time. So, when the change of musical fare is limited to four records, it seems small wonder that the citizen nearby who may be trying to do home work or read or sleep will become irritated by the monotonous playing over and over of the same few records. I imagine that many operators do not realize this. It is the truth, nevertheless and a factor to be considered in our private war against letting our business become a public nuisance.

TED STONER IN FORT WORTH

Ted M. Stoner of the Stoner Corporation, Aurora, Ill., visited in the office of the AUTOMATIC WORLD on Tuesday, the 24th.

Ted had been in Florida and more recently in New Orleans. From there he came directly to visit his sister who is in Dallas at this time. He also visited Ernest Walker, Walker Sales Company, Fort Worth, one of the Stoner distributors.

Mr. Stoner commented on a proof of a full page advertisement, just received in the AUTOMATIC WORLD office, which was to appear in the Thanksgiving edition of their local newspaper, Aurora Beacon News. This paper pretty thoroughly covers their county, serving Joliet, Elgin and several smaller towns also.

The ad is headed with an illustration depicting a "homey-looking" family gathered at the dining table in an attitude of prayerful thankfulness. The illustration is so sincerely portrayed that you can all but see the steam rising from the hot turkey, hear the chirp of the canary in the window cage, and sense the impatience of the youngsters to begin the feast. The reading material is headed, "With Thankful Hearts." Following is the text which is a beautifully worded, concise history of the struggles of settling our great country—the evolution of the many nationalities into "Americans." A most effective piece of advertising.

The Stoner Corporation, according to Ted, finds that their co-operation with the local paper has been of prime importance in building good will and keeping their county free of any noticeable disturbances from unjust publicity being given to the coin machine industry.

This is a commendable spirit of co-operation which is certainly good psychology in building and maintaining the good will of the public upon which the success of our industry is dependent.

Secure Buckley's Combination on Trial

Buckley does it again! This time it is an amusement creation which combines two proven profit-making principles into one. The latest Buckley "brain-child" is Combination, a one ball automatic payout table.

Combination has all the appeal and "come-on" inducement of the slot machine, built into a payout table with an unusual playing mechanism.

The playing process is essentially simple, but it has a fascination and a thrill which attracts replay after replay.

An unusual feature is the fact that the ball never leaves the field. Upon the insertion of a coin, a barrier goes up releasing the ball for play. As the ball travels down a runway to the plunger, it releases a spring which starts three reels spinning in the center of the field board. If the reels stop and spell the word "win" the player is sure of an award. The next procedure is the actual playing of the ball to de-

termine the odds. This calls for a combination of skill and luck, adding excitement to the game. The ball is shot back up the field and it has the opportunity to land in one of fourteen channels that bear payout odds of two to twenty. Once the ball rolls into this channel it is stopped by the barrier, except in the case of two "free" channels which allow the ball to pass down the field for another complete play.

Combination is equipped with a big 1 inch steel ball, and a Buckley automatic payout unit. Test locations have not only proven Combination to be a successful money maker, but a machine fully protected against lost operating time. This is due to its "battleship" construction. Completely shielded in metal, Combination can stand the heaviest play on any location. Its appearance is distinctive and the table is constructed with very beautiful chrome fittings.

The Buckley Company with Bill

Woollen, sales manager, invites every jobber and distributor in the country to secure a sample of Combination. It is being shipped open account for inspection and trial.

ORIOLE COIN MACHINE AD QUOTED IN POPULAR MECHANICS

Word received from Mr. E. V. Ross of Oriole Coin Machine Corporation, 138-148 West Mount Royal Avenue, Baltimore, Maryland, advises that quotations from a page advertisement of theirs which ran in the Baltimore News-Post appears in the December issue of Popular Mechanics magazine.

This article appears on pages 872 and 873 and gives some statistics concerning the number of people gainfully employed in the coin machine industry, number of feet of lumber used, and numerous other interesting and informative facts. Oriole is to be commended on the advertisement which is such a splendid boost for the industry as a whole. A keen spirit of cooperation is evidenced by this progressive firm.

BUCKLEY

*Invites every Jobber and Distributor in the
U. S. A. to secure a sample of COMBINATION,
a new 1 ball 3 reel automatic payout table . . .
shipped open account for inspection and trial.*

*R. S. V. P. Buckley Manufacturing Co.,
2156 Washington Blvd. • Chicago Ill.*

Excerpts from the Coin-Operated Machine Tax Law of Texas

Known as H. B. 8, Passed at the Third Called Session of the 44th Legislature, Effective November 1, 1936

1. Every "owner" as that term is hereinabove defined, who owns, controls, possesses, exhibits, displays, or who permits to be exhibited or displayed in this State any "coin-operated machines" as that term is defined herein, shall pay and there is hereby levied on every coin-operated machine as defined in this Act, except such as are exempted herein, an annual occupation tax determined by the following schedule:

Series "1" (a) For each "merchandise or music coin-operated machine" as that term is hereinabove defined, a fee of Twenty (\$20.00) Dollars, where the coin, fee or token used, or which may be used, in the operation thereof is one of the value in excess of Five (5) Cents, or represents a value in excess of Five (5) Cents.

And (b) a fee of Ten (\$10.00) Dollars where the coin, fee or token used, or which may be used, in the operation thereof is one of the value in excess of one (1) Cent and not exceeding Five (5) Cents or represents a value in excess of One (1) Cent and not exceeding Five (5) Cents.

Series "2" (a) For each "skill or pleasure coin-operated machine" as that term is hereinabove defined, a fee of Sixty (\$60.00) Dollars where the coin, fee or token used, or which may be used, in the operation thereof is one of the value in excess of Five (5) Cents, or represents a value in excess of Five (5) Cents.

And (b) A fee of Thirty (\$30.00) Dollars where the coin, fee or token used, or which may be used, in the operation thereof, is one of the value in excess of One (1) Cent and not exceeding Five (5) Cents, or represents a value in excess of One (1) Cent and not exceeding Five (5) Cents.

2. Gas Meter, Pay Telephones, Pay Toilets, and Cigarette Vending Machines which are now subject to an occupation or gross receipts tax and "service coin-operated machines" as that term is defined, are expressly exempt from the tax levied herein, and the other provisions of this Section.

5. (a) For the purpose of enabling the Comptroller to determine

the tax liability of the owners or operators of coin-operated vending machines in this State, or whether a tax liability has incurred, every individual, company, corporation and or association who owns, operates or displays any coin-operated machine in this State shall have a separate and different serial number stamped by indenture into the stationary wood or metal of each machine in a manner that such serial number cannot be removed or transferred to another machine, and such serial number shall be shown on the application for a license or permit and on the license or permit issued. If any person shall indent the same serial number on more than one machine or shall exhibit, display or have in his possession within this State any coin-operated machine with the license or permit of the Comptroller attached thereto and bearing the wrong serial number or a license or permit bearing a different serial number from the serial number stamped by indenture on said machines, he shall be guilty of a misdemeanor and punished as set out in Sub-section 11 of this Section. The possession, exhibition or display of more than one machine bearing the same serial number operated under the same management or ownership, shall be prima facie evidence that the owner of such machines indented the same serial number on each machine for the purpose of evading payment of the tax levied herein.

(b) Provided further, the license or permit issued by the Comptroller to evidence the payment of the tax levied herein shall be securely attached to the machine in a manner that will require continued application of steam and water to remove the same.

8. Nothing herein shall be construed or have the effect to license, permit, authorize or legalize any machine, device, table, or coin-operated

machine, the keeping, exhibition, operation, display or maintenance of which is now illegal or in violation of any Article of the Penal Code of this State or the Constitution of this State.

9. Every "owner" of one or more coin-operated machines in this State shall keep for a period of two (2) years for the inspection at all times by the Attorney General and Comptroller of Public Accounts of this State, or their authorized representatives, a complete book record in a well bound book of each and every such machine purchased, received, possessed, handled, exhibited or displayed in this State. Such records shall be kept at a permanent address which address shall be designated on the application for permit and shall include the following information: The make, kind and serial number of each such machine, the date acquired or received in Texas, the date placed in operation, the location or locations of each machine by serial number, including county, city, street and/or rural route number, the date of each and every change in location, the name and complete address of each and every operator together with the serial numbers of the machines operated by such operator, the full name and address of the owner, or if other than an individual the principal officers or members thereof and their addresses. Such information shall be shown completely and separately for each and every machine. The Comptroller of Public Accounts shall be authorized and it shall be his duty to forfeit all licenses, permits of every owner failing to keep such records or failing to present such records for inspection at any time upon demand by said Comptroller of Public Accounts or his authorized representative.

11. (a) If any person shall exhibit, display or have in his possession within this state any coin-
(Continued on Page 94)

THE BIG GAME OF THE YEAR!



\$139⁵⁰

POWER PACK OR
BATTERIES OPTIONAL

\$149⁵⁰

TICKET MODEL

CENTER SMASH

WESTERN'S dynamic 1 ball automatic payout football game... mystery coin chute lights up 1 to 7 college pennants, varying win possibilities... payouts made when ball enters hole bearing the college name of an illuminated pennant... odds range from 2 to 40... beautiful lite-up backboard... colorful action illustrations on the playing field... craftsmanship constructed cabinets... 25 in. x 50 in... THE BIG GAME OF THE YEAR IN PROVEN PROFITS AND PLAYING APPEAL!

WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVENUE, CHICAGO ILLINOIS

**EXCERPTS FROM THE COIN
OPERATED MACHINE TAX
LAW OF TEXAS**
(Continued from Page 92)

operated machine without having annexed or attached thereto a valid license or permit issued by the Comptroller of Public Accounts of this state showing the payment of the tax due thereon for the current year, or (b) shall exhibit, display or have in his possession in this state any coin-operated machine without a serial number stamped by indenture into the wood or metal of said coin-operated machine, or (c) if any person shall exhibit, display, or possess any coin-operated machine in this state with a license or permit attached thereto bearing a different serial number from the serial number stamped by indenture on the machine to which said permit is attached, or (d) if any person required to keep records of coin-operated machines in this state shall falsify such records, or (e) shall fail to keep such records, or (f) shall refuse or fail to present such records for inspection upon the demand of the Comptroller of Public Accounts or his authorized representative, or (g) if any person in this state shall use any artful device or deceptive practice to conceal any violation of this act, or (h) mislead the Comptroller of Public Accounts or his authorized representatives in the enforcement of this act, or (i) if any person in this state shall fail to comply with the provisions of this act, or violate the same, or (j) if any person in this state shall fail to comply with the rules and regulations promulgated by the Comptroller of Public Accounts, or violate the same, he shall be guilty of a misdemeanor, and upon conviction shall be punished by a fine of not less than twenty-five (\$25.00) dollars nor more than two hundred (\$200.00) dollars.

12. Provided that the Comptroller of Public Accounts, or his authorized representative, in lieu of seizing any coin-operated machine upon which the tax has not been paid as provided in sub-section (3) herein, may seal such machine in a manner that will prevent further operation. Whoever shall break the seal affixed by said Comptroller or his authorized representatives, or whoever shall exhibit or display any such coin-operated machine after said seal has been broken, or shall permit to be exhibited or displayed in his place of

business any coin-operated machine after said seal has been broken shall be guilty of a misdemeanor and upon conviction shall be punished as set out in sub-section 11 of this section.

**WESTERN EQUIPMENT GAMES
POPULAR**

An operator's maxim might well be "there's an amusement machine for every location, and the Western Equipment & Supply Company manufactures all of them." Presenting a diversified line of the most famous automatic coin-operated machines in the industry, this company has built a reputation for possessing not only the most advanced but original developments!

The impressive array, now actively placed upon the market, are Reel Races, the dependable and outstanding race horse counter game; Country Club, a deluxe pin table game with a consecutive scoring feature; Top 'Em, a one ball automatic payout table with the Black Jack Playing principle; Harmony Bell, an unusual payout machine with a flickering light device, placeable on a counter, bar or table; Thoro-bred, the distinctive deluxe race horse machine; and the latest Western creation, Center Smash, the biggest hit of the season, a one ball automatic payout incorporating the intense appeal of football.

The keynote of each Western production is the clever adaptation of playing appeals that have been proven intensely popular in their original form. In the case of Reel Races, the spinning odds device and the matched numbers feature are related to the thrilling sport of horse racing.

Country Club has the familiar fascination of golf, employing hazard devices and a consecutive scoring payout feature that induces heavy play. Top 'Em is a variation of the old fashioned card game of Black Jack. An illuminated back panel carries for each number different odds which change on every play. The winning possibilities provide a big come-on and the player gets a "big kick" when beating the house number.

Harmony Bell, used in conjunction with automatic phonographs, is also very profitable when maintained as a separate unit. This machine has stimulated phonograph play tremendously in many locations. Upon the insertion of a coin, flickering lights behind a mirror signify win or lose and the amount of the award. The

player gets a record selection whether he wins or not.

For some time manufacturers attempted to perfect a deluxe race horse machine, but it was Western that finally introduced, Thoro-Bred, a distinctive machine with the utmost mechanical reliability and dynamic playing appeal. Seven people can play this machine at the same time. The mutuels change with each race and odds from thirty to two are automatically paid out on a winner. It possesses the thrill of the race track as the first place horse is not known until the very finish.

The season's most popular sport, football, has been cleverly used in Western's newest automatic one-ball payout table, Center Smash. A mystery coin chute lights from one to seven college pennants on the illuminated backboard. These pennants match seven field goal holes and touchdown holes on the field. One or all of these pennants may flash on, varying winning possibilities. To win an award the ball must enter a hole bearing the name of an illuminated pennant on the backboard. Odds vary from 10c to \$1.00 for a field goal to 20c to \$2.00 for a touchdown. If the ball travels through a special \$2.00 channel, this amount is automatically paid out. The unusually large winning awards and unique playing mechanism attracts constant play.

Naturally, with all these outstanding machines included in their line, production at this plant is at a maximum schedule to take care of rush orders with immediate shipment.

UNFORTUNATE

What you said was funny but haven't I heard it before? . . . Did you pay the bills this month? . . . She's pretty but I think she dyes her hair. . . I thought you were going to be at the office all afternoon . . . You've had one too many now . . . You tipped that waiter too much . . . You're too old to buy a car like that . . . If you'd returned my lead I'd have made two more tricks . . . You don't remember a thing about last night, do you? . . . It seemed to me that waiter knew you . . . I don't think women like her very well . . . I'd better drive . . . Your dinner coat looks a little queer . . . How much did you lose last night? . . . That tie is awful . . . You seem to like plenty of lipstick on other women . . . Please don't embarrass me again.

Modern Vending Company Proves That Music Pays Big Scale Operators A Sure Investment

When Nat Cohn and Irving Sommer of Modern Vending Company, New York City decided to enter the music operating field the early part of the year they felt sure that music offered big opportunities for profit.

As conclusive proof their judgment was right the photograph below shows Nat Cohn, in Homer Capehart's office at the mammoth Wurlitzer factory tendering his check for \$20,500 to Bill Bolles, Wurlitzer Credit and Collection Manager, as payment in full on all the Wurlitzer-Simplex phonographs that Modern is operating.

Phonograph collections with Modern are so good they were able to anticipate all outstanding notes on phonograph purchase contracts and thus add further to their music profits through operating "paid-in-full" equipment.

In commenting most enthusiastically on the success of Modern Vending Company in the music operating business Nat Cohn said:

"We can attribute our success to the fact we supply locations with the Wurlitzer-Simplex phonograph, the finest equipment any operator can use.

"We have a policy of rendering the kind of service and cooperation the locations are looking for. We give them a real record service. We keep our equipment in perfect working order. We are on the job 24-hours a day selling music and helping our locations make more money.

"The phonograph operating business was never in a more healthy condition. We look forward to the future with even greater optimism than when we entered it. Any operator can make a big success by keeping everlastingly at it to improve his service to locations and by giving the public the kind of music they want to hear."

Homer Capehart, Wurlitzer vice-president, stated that Modern's action in anticipating payment of their notes and paying them in full is

conclusive proof of the soundness of the music business.

"What Modern is doing in developing a big paying operating business others can do—and they are doing it. Business with Wurlitzer was never better. The operator's problem today is not one of finding good locations but rather one of getting deliveries on new equipment."

Nat Cohn was quite profuse in expressing the operator's appreciation for the tremendous advertising activities of the Wurlitzer organization in acquainting locations the country over with the merits of the "Wurlitzer-Simplex phonograph.

"Wurlitzer certainly tells the world they have a real machine," said Nat. "Their last direct mail piece went out to over 350,000 locations. Locations already know about the Simplex and when they are approached to permit an installation the "going" is made easier for the operator. It is surprising the number of requests we receive where only the Wurlitzer-Simplex will satisfy them."

Nat Cohn further stated that Modern's system of accounting, covering machines on location, is a perfect setup. Modern Vending Company will be pleased to give other operators, wherever they may be, the opportunity of patterning their



accounting systems after the one Modern is using. A letter sent to 656 Broadway, New York City, will bring this information.

WERTS ANNOUNCES POK-ER-BOK

Pok-er-Bok, a new origination of Werts Novelty Company, is now ready for introduction to the American public. Local tests, the manufacturer states, have shown a far greater interest in this sensational jar deal, that has necessitated operating the factory on a 24 hour basis for the past few months.

Pok-er-Bok is very flashy in design and its six color display has real eye appeal. The big attraction, however, is the unique method they have devised for utilizing regular poker hands for winning plays. This attractive deal can be operated with or without the jackpot card. The jar holds 2,040 tickets at 5 cents each with a total of 127 winners compris-

ing two \$10 jackpots, 10 payouts of from \$1 to \$10 each and 36 fifty-cent winners. Out of the 127 winners 114 are poker hands divided between nine different poker combinations from a royal flush down to a lone pair. The twelve joker hands and the last sale each receive one pull off the jackpot card which holds the interest right down to the last play.

With the jackpot card the total "take" at 5 cents per draw is \$102.00 cash. The payout in winners averages \$71.72 leaving an average cash profit of \$30.28 per deal.

Without the jackpot card the average cash profit increases to \$39.00 per deal, but the card really helps the sale.

It's a masterpiece in jackpot card and jar design and has all the earmarks of a red hot money maker for percentage basis operation as well as outright sale.

Pok-er-Bok is entirely patented and copyrighted by Werts Novelty Company, Inc., of Muncie, Ind. They will be glad to send you complete details and prices. Address Dept. AW-11.

phis, Tennessee. Then she's looking ahead also to that Chicago Coin Machine Convention in January—missed last years', but hopes to be right on time this year.

MARKEPP OFFERS FREE POSTERS

Window streamers featuring photographs of famous football and movie stars playing pin games, which were recently issued by the Markepp Company of Cleveland, are reported to be doing a good job, according to operators who have placed the streamers in location windows. It is said that play is increased wherever the streamers are displayed. Meyer Marcus of the Markepp Company advises that some of these streamers are still available and will be gladly sent to operators without charge.

Protection from corrosion by water, alkalies, and salt solutions is claimed for a new line of enamels. They contain a synthetic resin vehicle and corrosion inhibiting pigment.

* * *

A perfumed non-inflammable spot remover for upholstery, clothing, etc., features a new self-feeding brush top which passes just enough cleaning fluid for the job in hand.

CUT operating costs
\$60 to \$90 per year a game!
ELIMINATE Batteries with
ELECTROPAK
INSIST ON THE
GENUINE ELECTROPAK

News from the Office of Automatic Amusement Co. Fort Worth, Texas

Visitors in and out of this office the past ten days were: Jack Sprott, Fred Bardin, M. A. Walker, J. N. Ledbetter, Mr. and Mrs. John Senor, M. T. Johnson, J. S. Barth, Joe and Elgin Akers, W. S. Harper, John Champion, Victor Cornelius

Mr. and Mrs. Morris Leideker of Corpus Christi dropped by to say "hello" on their way home from a two weeks vacation and rest in Mineral Wells. Mr. Leideker was raring to get back to his operations in Corpus Christi.

H. W. Carpenter writes about a grand hunting trip he and some operators took down into Old Mexico—says he killed five Deer and is going back soon. Other operators getting ready and talking "Deer Hunts" are Ben McDonald, Harry Hooser, Frank Ball, Willard White, Nick Nigro.

Automatic wishes to extend "speedy-recovery-wishes" to "Mac" McCaleb, popular operator for the Big State Novelty, who was recently in a car accident and is now at home confined to his bed with a broken back.

Miss Helen Savage is very busy these days getting everything in shape—making plans for that Christmas vacation with her folks in Mem-

ROLLER BEARING Percentage Regulators

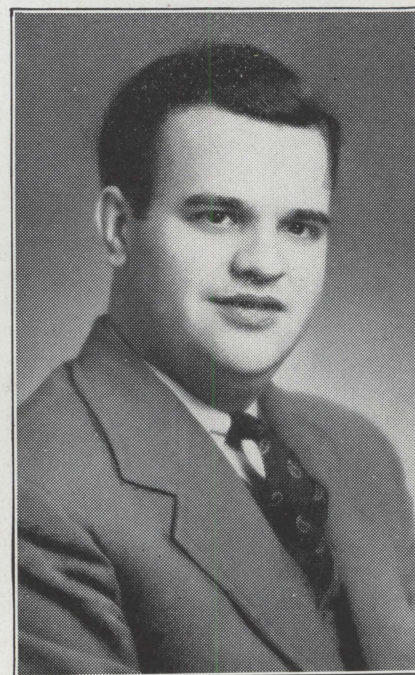


MADE of case hardened steel. They fit perfectly on the star wheel of Jennings, Mills, Pace or Caille machines. When ordering, state make of machine, also whether 10 or 20 teeth on star wheel. Fifty cents each, \$5.40 per dozen, \$40.00 per hundred. No shipments made without reasonable deposit.

M. T. DANIELS

1025-1027 University Ave.

Wichita, Kansas



Morton Duff, recently appointed advertising and sales promotion manager for the Exhibit Supply Company, Chicago.

The Wurlitzer Party at Dallas

It was a great meeting of Wurlitzer music machine operators which met at Dallas, Texas, Sunday, November 22, promoted by Homer Capehart, general manager of Rudolph Wurlitzer Co., and capably presided over by Harry Drollinger of Dallas and his hustling staff, assisted by other Wurlitzer jobbers in Texas, Louisiana, and California.

They began to gather at the Jefferson Hotel where the meeting was to be held early Sunday morning and by the time covers were spread for the dinner on the roof of the hotel at 6:30 p.m. it was estimated that over 300 were present. From Texas they came from as far north as Amarillo, as far south as Corpus Christi, and from El Paso to Longview, almost on the eastern border of the state.

The only regrettable feature of the party was that Mr. Capehart was unavoidably prevented from being chief host of the day. He left New York early Sunday morning by airplane, struck a snow storm at Buffalo and his plane was grounded, and it was not until late in the evening that he arrived. He was given a hearty reception for which he expressed his appreciation. Then in a thirty minute address Mr. Capehart gave his people the benefit of his wide experience in the automatic coin machine business and outlined what he considered some of the future possibilities of this business. His talk was full of practical suggestions.

It was not a business meeting—just a party, as Harry Drollinger designated it, giving the Wurlitzer operators in North Texas an opportunity to become better acquainted and, if they desired, to discuss personally among themselves their problems and to see the very latest in Wurlitzer phonograph achievement. Incidentally it was the first of three such meetings to be held in Texas. The next one will be in San Antonio, Sunday, November 29, with Houston following on Sunday, December 6. Already a number of such meetings have been held in other states—the last one in New Orleans—and from Texas they go on through the West.

Following an afternoon of pleasurable conversation, music and refreshments, the visitors gathered in the large roof garden of the Jefferson where a delicious dinner was served, followed by a floor show and

dancing. Harry Drollinger, acting as master of ceremonies, announced that speaking was taboo, but he did wish to introduce those sitting at the speakers table and have them take a bow before the show began. He began with the introduction of H. W. Thompson, San Antonio, president of the Texas Music Machine Operators Association, then Earl Reynolds and John Backman, Dallas, president and secretary respectively of Texas Coin Machine Operators Association. Presenting Dick Warncke, San Antonio, Drollinger referred to him as the operator of more coin machines than any other man in Texas.

Others introduced were Dick Cowan, Fort Worth; George Wrenn, San Antonio; M. Frege and R. D. Fatman, Beaumont; Jerry Germenes and George F. Daniels, New Orleans; W. E. Simmons, Los Angeles; Buddy Drollinger, Dallas; Tom Murray, National Coin Machine News, Fort Worth; Aaron Smith, Automatic World, Fort Worth; Mr. La French, Pacific Coin Machine Review.

The party was graced by the presence of a number of ladies who came with their husbands to enjoy the happy fellowship which prevailed.

Side Glances at the Party

While there was no business session nor general discussion there was considerable interchange of experiences and expressions of opinion on live questions in personal conversations during the party. Naturally, the new tax law came in for a share of this comment and opinions were almost as varied as the individuals expressing them. Several operators were of the opinion that the law would not harm the industry. That in most counties the tax would be collected and no effort be made to outlaw marble tables. Others were just as firmly of the opinion that there would be no change in this respect and that the tax was just an added burden.

W. E. Simmons, Wurlitzer sales manager at Los Angeles, brought optimistic news from the West.

W. F. Daniel and Bob McCammon of the Gulf Coast Amusement Co., Corpus Christi, were among the live ones from Southwest Texas.

Bryan Novelty Co., Bryan, Texas, had a full representation in the persons of J. G. Webb and W. T. Franklin. These wide awake boys oper-

ate machines in a number of nearby towns and they say that business is good.

John R. McGee was there from Normangee where he operates a nice flock of machines.

C. F. Moore of Amarillo and Mr. Solomon of El Paso represented northwest and west Texas.

News Items from Automatic Amusement Company Memphis, Tenn.

Miss Gertrude Slynch, formerly of Chicago, Illinois, is the new stenographer at the Automatic office . . . to Mr. R. L. Hartman, who recently returned to Automatic after an absence of about two years.

S. L. Stanley—just returned from a flying trip to Chicago—is off again on his Louisiana-Texas trip.

Miss Louise Newton is celebrating her fourth year with Automatic in the coin machine business and is one of the youngest old-timers in the business.

One of Fort Worth's confirmed bachelor-operators has finally jumped . . . Mr. Marcus Reiners, local manager of Buckley Mfg. Sales office, married Miss Marion Buffington on October 24th and has just returned from a wedding trip through Louisiana, Georgia and South Texas and cordially invites all of his operator friends to visit them at 3433 W. Fourth St. Marcus's frequent saying these days is "Boy, can she cook?"

CHICAGO COIN CORPORATION'S ROLA SCORE GAME

Many are the factors that must be considered to produce a successful profit-making amusement device. The manufacturer's interest must be considered. The distributor, the operator, the location owner, and last, but not least the playing customer must be pleased and satisfied.

With years of experience in the automatic machine industry, the Chicago Coin Corporation possesses sufficient knowledge to lay its production plans to meet every necessity and requirement for complete satisfaction of the whole industry set-up.

Significant of this fact is their recent production, the astounding popular Rola Score. Providing all the thrills of bowling alleys this machine is only nine feet long, a size which makes it ideal for average locations.

Undoubtedly there was a demand for this size machine and the Chicago Coin Corporation has more than met it.

Enterprise that calls for initiative and foresight is a characteristic of this company's policy. Due to their efforts distributors and operators throughout the country have been given the opportunity to capitalize on this new channel of location placement. Rola Score, a "big-time" machine with "big-time" thrills constructed to a practical size for the ordinary average sized location that forms the bulk of the market, has been met with a gratifying response by the industry.

Although priced astoundingly low and far beneath all other similar games now on the market, the Rola Score machine is mechanically perfect in every detail. Individual score is automatically recorded in big brilliant lights on the back panel. The cabinet is cleverly designed enabling the player to stand as close as he desires. No ball troughs or other gadgets in front to interfere with a comfortable stance. Constant action is a keynote of this game as every ball played adds to the score. All scoring pockets are electrically lighted and a visible coin chute and return ball chute simplify operation. The inherent beauty of this amusement machine is sufficient to draw attention and custom of player.

Chicago Coin Machine Corporation have upheld their high standard of production and after much research and experimentation, they have developed a bowling alley game simple to operate and both mechanically and electrically perfect.

Production of this game is in full swing and despite the fact that the tremendous amount of orders are completely up to expectations, immediate deliveries are being made.

ROBBINS SELLING MANY STONER GAMES

Dave Robbins, Brooklyn, N. Y., who is exclusive factory distributor for the Stoner Corporation for New York, New Jersey, Connecticut, and Philadelphia has been doing a wonderful selling job for Stoner.

The office of D. Robbins & Co. is now being managed by Dave's brother-in-law, Irving Mitchell, and Dave devotes most of his time with the jobbers. Dave claims he is receiving 100 per cent co-operation from

his jobbers because of the co-operation he has been giving them.

One of the reasons for Dave's success with the Stoner line is that he makes it a policy to quote jobber's prices only to jobbers and not to operators. Dave claims he has taken orders for over 1,000 of Stoner's Hold 'Em and about 500 Turf Champs. These two games, says Dave, are establishing unusual earning records for operators. As a matter of fact, Dave says he can't get enough games to fill his orders promptly.

BEN ROBINSON JOINS GERBER AND GLASS

To keep pace with their widespread expansion of activities, Gerber & Glass have recently acquired the services of Ben Robinson. Mr. Robinson will have charge of sales in the states of Iowa, Nebraska and Western Illinois.

Possessing a wealth of knowledge concerning the amusement machine industry, Mr. Robinson is well equipped to handle his new organization's extensive sales program. Formerly associated with the Exhibit Supply Company of Chicago, his past record has been brilliant.

The permanent address of the new Gerber & Glass representative will be the Kirkwood Hotel, Des Moines, Iowa. This will be the focal point for Ben Robinson's contacts with operators throughout the whole territory.

Well-versed in all phases of the industry, Ben is thoroughly familiar with the various problems that confront operators and distributors. He should be of tremendous value to Gerber & Glass customers. Mr. Robinson's appointment was made in complete accordance with the Gerber & Glass policy of adding to its organization staff only men whose reputation and ability will prove an assured asset to the whole coin machine field.

The two heads of this company are confident that Ben Robinson will stimulate business in the entire territory to the mutual benefit of Gerber & Glass and all its innumerable associates.

GERBER AND GLASS REBUILT MACHINES PROVE RELIABLE

Mr. Gerber & Mr. Glass, heads of the company known by their own names, have been frequently questioned as to why, in some instances,

their machines have been listed at a higher price than has been quoted elsewhere.

The chief executives of Gerber & Glass feel that the public has an undeniable right to be informed as to what value it is receiving in return for its money.

For example, they stated, a machine listed at \$4.00 higher than other used machines of that type, undoubtedly has had as much as \$8.00 to \$10.00 additional equipment and reconstruction labor costs invested upon it. A low price, while it is an important factor, is worthless if operating troubles keep occurring after the sale has been consummated. It is the old story of being "penny wise and dollar foolish." A Gerber & Glass machine is not allowed on the market until it is thoroughly and perfectly rebuilt. If the labor and improvements warrant a higher price it is quoted. The insignificant and extra margin on the sales price will be made many times over by the decrease of location maintenance costs and the profit assured by a smooth playing amusement machine.

Beware of unreasonably priced machines, they are not bargains, but automatic coin-operated devices that are in every sense of the word "used", and they offer no reliability on location.

The term "used" in regard to automatic amusement and coin-operated machines is misleading when referring to Gerber & Glass values. Technically speaking this term has some excuse, but no machine which has undergone this organization's rejuvenation process has any reason to be termed as "used". Completely reconstructed, a Gerber & Glass machine is mechanically perfect, beautifully finished and in all respects reborn.

Actual evidence shows that in many cases Gerber & Glass engineers have taken a "sick" machine, remedied its wrongs and have put it back on the market to achieve greater profits.

This company offers an outstanding variety of coin-operated devices that are placeable in any location. In conjunction with their reconstructed machines Gerber & Glass also offer new machines made by leading manufacturers.

The heads of the firm assure complete satisfaction or the recall of the entire transaction. This has been a rigid policy since the firm's origination.

STONER'S "HOLD 'EM" FEATURES DOUBLE PLAY AND DOUBLE PROFITS

An amusement game of unusual interest and extraordinary player appeal is Stoner's recently introduced Hold 'Em, which according to distributors' reports from every section of the country, has met with a tremendous success during the few weeks since its inception.

Hold 'Em is especially interesting because it brings together two opposing teams, each scoring against the other, providing the team-against-team rivalry of actual football.

Players desiring to play solitaire can play one team alone, while the score of the opposing team does not appear. Most players, however, want to see both Yale and Harvard in the scrimmage, and to do so they gladly deposit two nickels instead of one, doubling the operator's revenue. When played by two persons at the same time, players can shoot alternately, each representing his choice team and exercising his utmost skill in scoring. Every play results in a score for one or both teams, the scores registering on the light-up board for the respective sides.

Not content with producing a most extraordinary game, the Stoner Corporation is following through with unique advertising and sales literature, created by Brinckerhoff, Inc., Chicago advertising agents for Stoner. A mailing piece is ingeniously executed in the shape of a football, nearly "life size" which opens to disclose "inside information" and a color-illustration of the Hold 'Em game. Concurrently a new series of publication advertisements has been released, representing a departure from the type of publicity which has characterized the Stoner campaign during the past year.

The "General Store" type of drug store which handles everything from epinephrine to plain and fancy radios is on the way out, according to Dr. A. R. Bliss, Jr., Dean of the School of Pharmacy, Howard College, Alabama. Two kinds of specialized stores will take the place of the old drug store, he said. One group, with specifications probably set by the state board of pharmacy will carry on the professional functions of pharmacy. "I doubt if the stores in the other classification should be called drug stores. They will sell package goods and sedentary lines," Dr. Bliss explained.

Jimmy Stelle Passes On

In the untimely death of Jimmy Stelle, our great industry has lost a friend and leader whose place it will be difficult to fill.

Jimmy was riding a horse into the corral on a ranch at Cattoula, Texas, Sunday afternoon (the 15th). He was just entering the corral with four or five cowhands in advance, riding at a very fast gait. Just after passing the corral gate or entrance, his saddle blanket came off, and therefore the clinch-strap was too loose to hold the saddle in place. He could not check the speed of the horse, with all the other horses running fast in advance. The best he could do was to attempt to hold on, but in the center of the corral the speed of the horse was too fast for him, and he slipped off the side and fell squarely on his forehead, causing a compound fracture at the base of his skull and probably a broken neck. They immediately summoned a doctor from the nearest town. After treatments all night, Mr. Horton, his associate in business, decided Monday that he was not getting any better and summoned a brain specialist from San Antonio. On the arrival of the second physician, he immediately stated that Jimmy was in a dying condition, but if an operation was performed immediately, he had a good chance to survive. So about 3 o'clock Monday afternoon they finally located an airplane ambulance, which was chartered to transport Jimmy from the ranch to Houston for the operation, but seventeen minutes before the plane reached Houston, the loss of blood from internal hemorrhages was too great, and he passed away.

Telegrams and telephone calls of condolence from the majority of the coin machine manufacturers in Chicago started pouring in Tuesday as soon as the tragedy became generally known. Jimmy's remains were buried Wednesday morning at 10:30 from the Westheimer-Vollus Funeral Home with the Rev. J. K. O'Heeron officiating. The active pallbearers were Al Lemke, Verne Folsom, N. D. Dobbins, Tom Williams, Jack Armstrong, and Fisher Brown. The honorary pallbearers were every coin machine distributor and operator in the city of Houston. Quite a large number of Dallas, Fort Worth and San Antonio operators attended the funeral, which was conducted from the chapel of the Westheimer-Vollus Funeral Home. The number of friends and relatives attending the funeral was around two hundred, and the floral offerings were entirely too numerous to estimate, as the entire chapel walls and floor were heavily banked with flowers, with a solid banked path of flowers from the circular drive of the cemetery to the grave itself.

Word received from Earl Reynolds of Dallas advises that he and Mrs. Reynolds went to Houston by train Monday night as soon as they heard of Jimmy's death. He found that no one had notified Bally Manufacturing Company of the accident, and immediately attempted to phone Jim Buckley, a close friend, but he was not in his office and he talked with George Jenkins, his assistant. A little later Jenkins phoned Earl at Houston and told him that when Jim reached the office, he told him the sad news and he immediately started to the station to take the train to Houston. Earl learned the time of the funeral and wired Jenkins and he, in turn, wired Jim on the train. Jim received the wire at Bloomington, Ill., and immediately wired St. Louis for a reservation on a plane, but upon arriving there was no space available on any plane to Houston. Jim then phoned Earl from St. Louis and said that there was no way he could possibly get to Houston in time and that he was sending the following wire to be delivered to Mrs. Stelle in Earl's care at the Sam Houston Hotel: "Unable to get plane connection tonight. Believe me, my tears and prayers are with you tonight. All of Jimmy's multitude of friends in Chicago loved him as one of the grandest and whitest fellows we have ever met. May God grant him rest and help you in your sorrow."

A further tribute from Earl says, "Jimmy's death is one of the most unexpected things I have heard of in many years and has cast a gloom over the entire industry in the Southwest. However, Jimmy is gone—then it remains to be seen who of us will be the next."

Rolfe Stanley of Houston wrote: "Whatever might have been said about Jimmy Stelle during his life, it certainly must have been of satisfaction to his wife and family to know that so many of his business associates laid down their work for a single day in tribute to his memory. He always made a lasting impression with those he came in contact with, and there is no doubt but that the firm of Stelle & Horton has lost a guiding genius."

TOP 'EM AND COUNTRY CLUB GAMES GOING GOOD

The determining factors in the success of any automatic amusement machine are the location, playing appeal and trouble-free operation. Western Equipment & Supply Company, for years one of the most outstanding manufacturers of coin-operated machines, has produced two table games, Top 'Em and Country Club, that possess all these necessary qualities for success.

Both are adaptable for almost any type of location. Their appearance and form of play make these machines ideal for unlimited locations. The spots with the richest play are within their reach.

Unusual and interesting play that makes use of Western's latest exclusive features assures these new games a constant patronage. Research on the field has proven conclusively that a machine in location if properly combined will gain big profits, not with spasmodically heavy play, but with hour after hour of consistent average play.

As to the factor of trouble-free operation, these two machines have been on location a comparatively short period of time. This has been long enough to have brought any defects that might arise on location. The records of mechanical performance are a tribute to Western engineering and workmanship. The heads of this company, realizing that full playing time is necessary to assure big profits, have overlooked nothing to prevent breakdowns that kill the day's play.

Top 'Em is a dynamic 1-ball payout table with a spinning odds-dial and a playing field that draws repeat

play with its unusual set-up. Using for its principle idea the card game of Black Jack, the player shoots against the house. A big bronze ball must first enter a series of channels that designate the house number and coming down the field the ball must enter a pocket that bears a higher number than that of the house to win an award. The odds vary, the possibilities for payout are exciting and in every feature from the "Bust" Channel that pays regardless of any eventual number to the Black Jack that "tops" them all. Top 'Em has playing appeals that mean big profits on any location.

Country Club, a 10-ball straight novelty table has the same spinning odds feature and light-up backboards as does Top 'Em. A game combining luck and skill, Country Club has already acquired the reputation of being one of the most profitable machines on the market. Its field contains nine numbered pockets, a double pocket, two water holes and two sand traps. Ten balls are played and only when numbers finally score in consecutive order starting from one, are they registered on the scoreboard. Payouts are made on successfully played holes ranging from one to six and up to nine. If a ball lands in a hazard, represented by sand traps and waterholes, its play is void until another ball landing in an adjacent pocket releases both for replay.

Theoretically, Western engineers, while in the process of production, were convinced that these two machines possessed all the elements necessary for success. The reordering by operators who after trying these machines on location immediately demanded a repeat shipment tells the true tale of two more Wes-

tern machines that have reached stardom in the automatic amusement world.

Garlic or onion breath is a local affair, resulting from tiny particles of the odorous vegetables which remain in the mouth, according to Dr. Howard W. Haggard, of Yale University. He reaffirms that washing the mouth with a solution containing chlorine will completely banish the offending odor from the breath by chemical neutralization of the odorous substance. Chloramine was first recommended by Dr. Haggard as an anti-onion breath mouth-wash, but now he reports finding a dilute Dakin solution even more effective.

* * *

A novel grill for bacon sets inside an ordinary frying pan, drains the fat automatically, providing crisp bacon

STATEMENT OF OWNERSHIP, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF MARCH 3, 1933.

Of Automatic World, published monthly at Fort Worth, Texas, October 1, 1936. State of Texas, County of Tarrant, (ss.)

Before me, a notary public in and for the State and county aforesaid, personally appeared O. J. Branch, who, having been duly sworn according to law, deposes and says that he is the editor of the Automatic World and that the following is, to the best of his knowledge and belief, a true statement, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

Publisher, Automatic World Publishing Co., Fort Worth, Texas.

Editor, O. J. Branch, Fort Worth, Texas.

Managing Editor, O. J. Branch, Fort Worth, Texas.

Business Manager, Aaron Smith, Fort Worth, Texas.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given).

Aaron Smith, Fort Worth, Texas.

O. J. Branch, Fort Worth, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state).

Tom Murray, Fort Worth, Texas.

4. That the two paragraphs next above, giving names of the owners, stockholders, and security holders, if any, contains not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner, and the affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect, in the said stock, bonds, or other securities than so stated by him.

O. J. BRANCH, Editor
Sworn to and subscribed before me this 6th day of October, 1936.

HERBERT WEILER
Notary Public, Tarrant County, Texas.
(My commission expires June 1, 1937)

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Seeburg Ray-O-Lite Rifle Range Suitable For Almost Any Location

Location adaptability is, without doubt, a primary factor in the success of any amusement machine. Obvious as the problem is, it is no simple matter to design a machine of practical construction to suit the average type of location, and not sacrifice features that contribute to its playing appeal.

The Seeburg engineers and designers, in the early stages of developing the Ray-O-Lite, the original rifle range, were fully aware of its tremendous possibilities. But, confronting them was the paramount obstacle of location requirements. Today, it is apparent as to how this problem was completely solved, but much research and experimentation were necessary before achieving this result.

The Seeburg Ray-O-Lite Rifle Range is suitable for almost any type of location including theater lobbies, hotel lobbies, waiting rooms, drug stores, amusement arcades, country clubs, town clubs, and night clubs. Compactly made, with its electrical and mechanical mechanisms purposely arranged to allow for varying distances between the marksman and the range, the Seeburg Ray-O-Lite Rifle Range can be adjusted to the convenience of the location without sacrificing the playing appeal and the efficiency of the machine. Thus have the creators of the Ray-O-Lite Rifle Range met this problem to open new opportunities for better locations and bigger profits.

One of the basic playing appeals of Ray-O-Lite is the satisfaction of handling its perfect mechanism. The marksman is much impressed by the realistic, regulation size rifle, the sporty range which provides a background for the moving duck target and the modernistic beauty of the cabinet and gun stand. The completely illuminated range is conducive to accuracy and there is a satisfaction when the ray of light projected from the rifle squarely hits a photo-electric cell located in the middle of the duck. When this direct hit is made, the duck falls over and automatically the score is registered on a lite-up panel. If the marksman misses the resultant flash on the range background gives him an opportunity to gauge his next shot. Every detail has been care-

fully considered to add to the enjoyment of Ray-O-Lite. It is not the usual stereotyped amusement device. It is an authentic rifle range calling for skill and accuracy, but harmless and simple to operate. Men, women and children all receive a real thrill after once trying their skill on a Ray-O-Lite Rifle Range. The pleasure derived induces repeat play which means steady patronage and constant profits.

The J. P. Seeburg Corporation are solely responsible for this advanced step in amusement machine development, but unethical manufacturers, attempting to exploit their creation, have produced inferior and unreliable imitations. These manufacturers, who have infringed upon Seeburg's exclusive manufacturing licenses and patents, will be prosecuted to the fullest extent of the law.

Over one thousand machines have been placed on location within a 20-month period. Immediately the public responded to the unique playing appeal. From coast to coast profit reports were above expectations and the result was an increase of volume orders. Naturally, with their customary efficiency the J. P. Seeburg Corporation met this demand with immediate delivery. Today, the production department is still working on a maximum schedule to satisfy operators, jobbers and distributors all over the nation. Significant of the manufacturing thoroughness of the J. P. Seeburg Corporation is the maintenance of mechanical perfection, for, despite this high pressure production, the Ray-O-Lite Rifle Range is performing with absolute perfection on over a thousand locations.

BRUNSWICK RECORD CORP. OPENS NEW BRANCH

Brunswick Record Corporation, distributors of Brunswick, Columbia, Vocalion and Melotone records announces the opening of a new branch office at 1512-14 Market street, St. Louis, Mo.

This branch will be conveniently located in the vending machine district of downtown St. Louis, will afford plenty of free parking space

and will be accessible from all points of the city and for out of town visitors.

The St. Louis branch will be under the supervision of Harry Victor who is being transferred from the Chicago Brunswick office. Mr. Victor was formerly in charge of the Chicago Columbia record branch, has been associated with the record business for the past 17 years and is well known and liked by dealers and operators alike in the St. Louis and Chicago districts. Mr. Victor's help and advice, based on years of experience, is offered by the Brunswick Company to the dealers and operators in the St. Louis branch area.

A cordial invitation is extended by Brunswick to all operators and dealers to visit their St. Louis branch, which will carry a full line of Brunswick, Columbia, Melotone, Vocalion records and accessories. The branch will be ready for service by December 1, 1936.

BALLY DICE GAME IN NEW MODEL

By adding a visible jackpot display to the Reliance payout dice game, play is increased as high as 150 per cent, according to announcement just released by the makers, Bally Manufacturing Company.

Discussing this new play-boosting feature, Ray Moloney, Bally's president, pointed out that Reliance has now enjoyed a run of almost a solid year. "And," he added, "by the way our new Super Flash model is clicking with the public, it looks like this clever mystifying game will keep going for a long time to come."

The new Super Flash model is equipped with a jackpot front holding \$25 worth of actual quarters—or \$5 worth of nickels on the five-cent model. This front, bulging with real cash, makes a much greater flash than the display of gold award tokens formerly used; and, as our tests prove, the public reacts favorably to this appeal. Operators who have tried the new Super Flash Reliance are amazed at its great earning power, and a number of old-timers have told me that the machine is the fastest money-maker they've seen in years.

Reliance is described as a counter game which reproduces every play known to regulation "7-11" dice, using genuine dice which spin and whirl as if thrown by hand. As in real dice, player continues to play until he "makes his point" or "loses the dice" by throwing a 7.

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MAILING LISTS, NEWLY COMPILED OF buying operators and jobbers from coast to coast, by states, arranged alphabetically, 2,500 names, \$5; 5,000 names, \$9; 7,500 names \$12. Our lists up-to-date, accurate because of regular mailings. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

WE FURNISH ALL TYPES OF TOKENS or Checks for pin games and payout tables, slot machines, etc. Mailing Lists compiled, Coin Counters, Name Plates. Write for circulars and samples. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

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PENNY AND NICKEL ALUMINUM TUBE Coin Counters, Stacks, counts, make wrapping easy. Fits pocket, 1c or 5c size, \$1.50 each, postpaid. Supreme Products Co., 333 North Michigan Ave., Chicago, Ill. (Reg.)

COUNT PENNIES AND NICKELS? PRESTO Coin Counter counts and stacks 100 pennies, also stacks nickels. Fits pocket. \$1.50 each postpaid. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill. (Reg.)

WE BUY ANYTHING IF THE PRICE IS right and pay spot cash. One ball pay tables, Paces Races, cigarette machines, phonographs, slot machines or anything else. Charles Pittle, New Bedford, Mass. (Mass.)

FOR SALE CHEAP—BALLY ONE BALL pay tables. Slot machines. Paces Races. Shack Vendors, and other machines. Write for prices. Charles Pittle, New Bedford, Mass. (Reg.)

WANTED—TRADE IN YOUR OLD SLOT machines for new or used equipment. Give full information in first letter. Marion Company, 564 West Douglas Ave., Wichita, Kansas.

TWO BALLY DERBYS, \$50 EACH; TWO Double Scores, \$25 each; 1 Big Shot, \$25; 1 Flying High, \$40. A. F. Wright, 2415 Clinton Avenue, Fort Worth, Texas.

USE SPEEDY COIN COUNTERS FOR PEN- nies and nickels. 55c each or both for \$1.00 postpaid. Coin Wrappers, for all coins, 1,000 lot, 75c; 5,000 lot, \$3.00; 10,000 lot, \$5.00 f.o.b. Detroit. Free counter with 10,000 order on wrappers. R. J. Heineman, 656 Selden Avenue, Detroit, Mich.

SPECIAL SALE OF THOROUGHLY RE- conditioned games: Challengers, \$40; Senior Six Slot Palookas, \$60; Bally Derbys, \$35; Multiples, \$50; Daval Reel "21," \$8; 3 Keeney Bowlettes, each \$125.00. New Orleans Novelty Co., 238 Dryades Street, New Orleans, La.

WANTED: BALLY BABYS, DICE MA- chines, Gem venders and Penny Packs. Will trade. What do you need? Marion Company, Wichita, Kansas.

WILL SELL AT A BARGAIN—FIVE ROCK- Ola Multi-Selectors, \$100.00 each. Like new in appearance and operation. 1935 models. Rush wire or write Roy Pittman, P. O. Box 663, Sweetwater, Texas.

FOR SALE: BALLY DERBYS, TURF Champs, Jumbos, Prospectors, Pamco Parlay, Hileahs, Put and Take, Daily Races, Big Shots, Alamos; all in good shape. Wichita Novelty Co., 717 Ohio Avenue, Wichita Falls, Texas.

15 PACES RACES FOR SALE. GOOD CON- dition, \$275.00. Reason for selling, closed territory. Charles Hagen, 3-2 Cafe, Gonzales, Texas.

WANTED TO BUY: MILLS DEWEYS, 5c and 25c play. Also Twin Deweys. Pioneer Coin Machine Co., 706 Carroll Street, Fort Worth, Texas.

PHONOGRAPH BARGAINS: USED SEE- burg Selectophones and Symphonolas. Also marble tables and counter machines. All machines reconditioned. For information, write C. H. Hilligoss Co., 617 West Douglas, Wichita, Kansas.

AMAZING SALE! NON-PAYOUTS—AUTO- dart Ticket, \$8; Autocount, \$5; Big Game, \$8; Anglelite, \$5; Beacon, \$4; Champs, \$15; Crack-erjacks, \$15; Fire Chief, \$5; Neontact, \$8; Round 'n' Round, \$25; Screamo, \$10; Ivory Golf, \$17.50. Payouts: DeLuxe 46, \$30; Daily Limit, \$55; Double Header, \$35; Double Score, \$40; Fortune, \$25; Giant, \$30; Hollywood, \$50; Jumbo, \$40; Kings of Turf, \$20; Palooka, Jr., \$65; Palooka, Sr., \$75; Shell Game, \$25; Sports- man, \$10; Ten Grand, \$45; Flicker, \$100; Ty- coon, \$50; Traffic, \$17.50; Wheel of Fortune Ticket, \$50; Wheel of Fortune Cash, \$50; Re- conditioned Paces Races, \$285.00; Reconditioned Evans Roulette, \$175.00. Tickets: For Bally, Keeney and Jennings games, 65c per 2,000 bundle. For Exhibit games, \$1.15 per 2,000 bundle. Minimum purchase, 12 bundles. Write for our complete list. Department W, Auto- matic Coin Machine Corp., 37-43 Essex Street, Springfield, Mass.

DIGGER AND ROTARY OPERATORS: WE have on hand clocks, watches, cigarette cases and lighters, etc., slightly used but in good condition, at 40 per cent off regular price. Send for a \$10.00 sample order. Dressler & Plissner, Inc., 175 Fifth Avenue, New York City.

TEN PACES RACES FOR SALE. BLACK cabinets. All in good condition, same as new, \$250.00. Jim Smith, 217 Grand Street, Yoakum, Texas.

QUICK SACRIFICE FOR CASH. 5c AND 25c Paces Races, serials 2500 to over 3000. Perfect mechanical condition, refinished in modern duo methods, good as new in every respect. Price, \$225.00 each. Customary one-third de- posit. W. D. Bartlett, 28 N. E. 54th Street, Miami, Florida.

Timing dial of a new parking meter is part red, part white; a pointer hand moves through the white area during legal parking time, into the red when time's up. It's sold under a plan which provides for payment out of earnings.

* * *

There's a new coating for plating racks, said to be satisfactory for practically all kinds of plating service and described as translucent, corrosion-resistant, tough, inert, non-conducting.

* * *

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Index to Advertisers

A	
Advance Machine	38
American ,Chewing Products	102
B	
Bally Mfg. Co.	54-67-68-74-75
Brewer, Chas. A. & Sons	33
Birmingham Vending Co.	16
Buckley Mfg. Co.	77-78-91
C	
Classified	102
Chicago Coin Corp.	7-8
Candy Crafters, Inc.	28
Columbus Vending Co.	39
Chicago Metal Mfg. Co.	51
Capehart Corp.	65
Chicago Lock Co.	88
D	
Daniels, M. T.	96
E	
Electrical Products Co.	25-28-34-38-49-53-59-64-73-76-96
Ewing Co., F. C.	34-39-50-80
Electro Ball Co.	55-56-57-58-70-71
F	
Folsom & Brown	23
G	
Gottlieb, D. & Co.	61-63
H	
Harlich Mfg. Co.	24
Hotel President	82
I	
Illinois Lock Co.	25
L	
Little Nut Vender Co.	36-48
M	
Mills Novelty Co.	17-18-19-20-29-30-31-32
Miller Novelty Co.	87
O	
Ohio Vending Machine Co.	22
R	
Robbins, D. & Co.	27
Rock-Ola Mfg. Corp.	Inside Front Cover
	Inside Back Cover
	Outside Back Cover
S	
Santone Coin Machine Co.	15
Supreme Products Co.	28-37
Stoner Mfg. Corp.	47
Seeburg, J. P. Corp.	55-56-57-58-70-71
T	
Turner, L. E.	37
V	
Viking Specialty Co.	14
Venitor Corp.	53
W	
Wurlitzer, Rudolph Mfg. Co.	1-2-3-4-5-6-41-42-43-44-45-46
Werts Novelty Co., Inc.	49
Western Equipment & Supply Co.	81-93
Wells, Max E. & Co.	82

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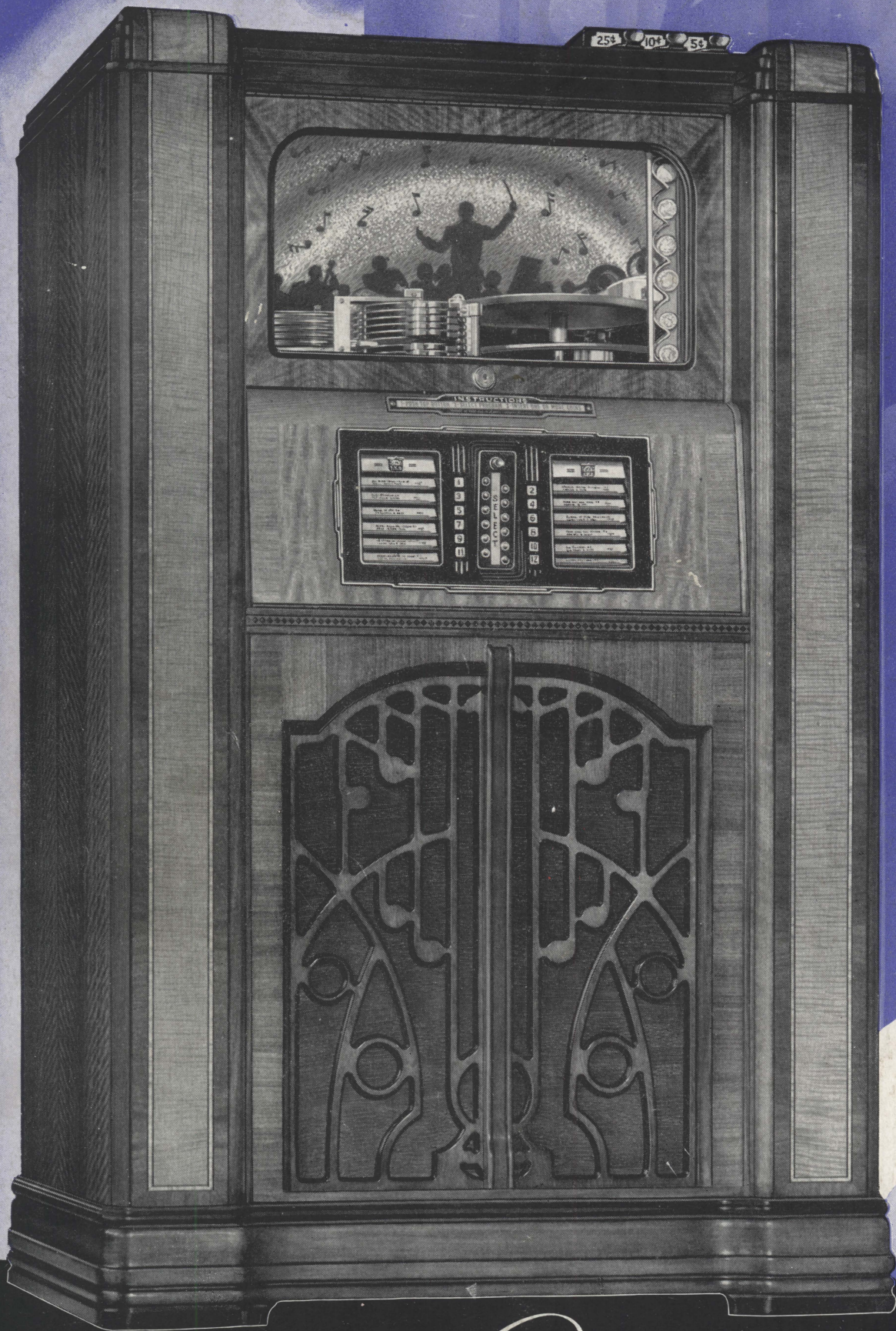
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